

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLXIII, No. 1

NEW YORK, APRIL 6, 1933

10c a Copy



Miracle Worker AGE 8

His little hands hold the instrument tightly; his small confident voice speaks eagerly into the mouthpiece. And, as simply as that, he talks to his friend who lives around the corner, or to his Granny in a distant city.

Across the miles the telephone carries the voices of millions of people every day. Voices young and old. Friendly voices. Business voices. Voices in distress or urgent need.

Across the years the advertising of the American Telephone and Telegraph Company has also been a friendly voice. Telling the never-ending story of the service and the value of the telephone. Speaking simply and sincerely of the ideals and the policies of the Bell System.

We count the quarter of a century we have worked with this advertiser not so much the measure of an unusually long and successful business association as an inspiring experience in public service.

N. W. Ayer & Son, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

IT'S almost a door to door distribution which the Washington (D. C.) Star circulation enjoys—keeping consistent growth with the growth of the National Capital and the Washington Market.

But greatest quantity is not the chief importance in Star circulation. It is the **QUALITY** of the circulation, expressed in reader confidence—a confidence which is given to the advertising in no less degree than to the news.

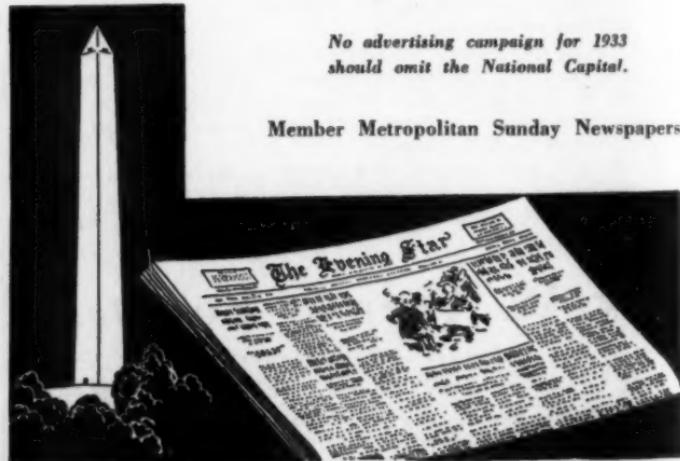
It is an established fact that you only need **ONE** newspaper—**The Star**—Evening and Sunday—to completely cover the National Capital and the 25-mile shopping radius into Maryland and Virginia.

New York Office
DAN A. CARROLL
118 E. 42nd St.

Chicago Office
J. E. LUTE
Lake Michigan Bldg.

*No advertising campaign for 1933
should omit the National Capital.*

Member Metropolitan Sunday Newspapers.



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6, 1933

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXIII

NEW YORK, APRIL 6, 1933

1 No. 1

IN arranging with Mr. Powers to write this important article, PRINTERS' INK did not in any way try to influence his thinking. If we were disposed to be critical, we might say that the use of small space in the manner he suggests might produce too much scatteration. Against this, however, there is the thought that advertisers whose budgets are limited may secure better results through the steady or frequent use of smaller space units than through using larger units infrequently. In other words, if an advertiser is unable to buy all the space he wants or needs, there is still a way for him to progress by buying as much space as he can. This is only simple common sense, as Mr. Powers forcefully shows.

Small Space Better Than None

Showing Why Advertisers Need Not and Should Not Stay Out Through Being Unable to Use Pages and Spreads

By Marsh K. Powers
President, Powers-House Company

IN the pages of a recent copy of a magazine one advertisement provoked my especial interest.

The signature was that of a nationally prominent industrial corporation. The display was strikingly effective in its crisp, business-like clarity. The copy was brief but satisfactorily adequate.

It was not until I had read the copy carefully, from the first capital letter to the closing period, and was about to turn the page, that I realized that the advertisement in question, in spite of the fact that the advertiser was one who would not have seemed out of place in double pages in color, measured approximately $4\frac{1}{2} \times 5$ inches.

My respect for the institution advertised promptly climbed several notches.

Many a once-prominent name is missing from public view these days because unable to shoulder the cost of its former budgets, yet unwilling to advertise unless in the style to which, in recent years, it has become accustomed.

No false pride is hampering this particular advertiser.

It is guarding its asset of public prominence through an investment which is only a fraction of its earlier advertising expenditures. Because of the wholesale reduction in advertising competition, it is, nevertheless, undoubtedly buying a sizable share of the attention it formerly secured through far heavier expenditures.

The adequate manner in which this fraction-of-a-page advertisement stopped me, held me, and impressed me, set me to reminiscing back to the days, now many years in the past, when less-than-a-page space-units were not regarded with the lofty indifference which has been frequently evident in many quarters in recent years.

Please do not assume from the foregoing that I hold any brief against the potency of the full page or the double spread. I have seen their power demonstrated too frequently to permit that attitude of mind.

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On the other hand, I sincerely believe that space-volumes in general magazines and business papers would not have tapered off to their current slim figures had the full-page-or-more idea been somewhat less strenuously promoted in the era that culminated in 1929.

Three groups, as I see it, contributed to the deification of the full page and the consequent belittling of less-than-page insertions. These three were publishers' advertising directors, advertising agencies, and advertisers themselves.

To a publication advertising manager the full page represented a maximum quota for the majority of his publication's prospects. It was, therefore, automatic that his representatives should work toward this goal, even though in their promotion of the idea they might be quite unconsciously hurling a boomerang at themselves which would return at the cessation of superabundant prosperity.

Advertising agencies had two reasons for their attitude—first, the indisputable potency of any display which monopolizes the reader's vision and escapes adjacent competition for attention; second, the fact that the full page is, from every angle—schedule, layout, production routine, and all other phases—the most efficient unit for inside handling.

The advertiser, of course, had the potency of the full page to justify his interest in that space-unit. However, in what I believe to be a high percentage of instances, three considerably different factors came into play and exerted their additional influence.

Doing Justice to an Institution

Once habituated to the full page and alive to its demonstrated virtues, advertisers came, first, to feel that no lesser space quite succeeded in doing justice to their institutions. Next, in direct sequence, they lost faith in the "merchandising value" of less-than-pages in their effect on sales forces and distributors. And, finally, they carried this feeling into the highly debatable ground that *readers*, too,

would react unfavorably to anything smaller than a page.

That last assumption is, I suspect, the primary explanation for the fact that, when advertising budgets were being adjusted in the down-swing, the procedure so often followed was to cut publication lists rather than reduce the size of individual insertions.

What Is the New Deal for Space-Units?

Today, advertisers, advertising agencies, and publishers alike face changed conditions.

For some advertisers the sales volumes immediately to be expected may not appear to justify advertising programs on the former scale.

The question, then, is—shall resumption of advertising retrace the procedure followed in the pruning process—that is, will it pick up the suspended publications from time to time, reinstating schedules based on former space-units—or will the resumption be through the use of smaller space-units in longer lists of publications?

On that decision will hinge the history of advertising in the next few years.

Twenty years ago the virtually universal procedure followed in making up a schedule appeared to have been to divide the appropriation by the number of publications the advertiser desired to use and, from the resulting amounts, decide the size of the individual insertions.

Many—perhaps the majority—of the plans established by this procedure were doomed to leave the advertiser skeptical as to the value of advertising. The individual insertions that resulted were so small as to be inadequate in display and message.

Those were the days when, at least in the territory in which my efforts were spent, an advertising agency representative needed, first, to sell the advertising idea; second, to justify the employment of any advertising agency; and, finally, if successful in the first two endeavors, to induce the advertiser to use his particular agency. (The three-part nature of the task is

(Continued on page 71)

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Shell Stakes \$2,000,000 on a New Product

Dramatic Offensive to Be Launched in a Wide Range of Media

THE extensive advertising of April 8 as the day of revelation of "Shell's New Deal" has aroused no little excitement among the good brewers of St. Louis, which happens to be the home town of the Shell Petroleum Corporation. Noting the extreme proximity of April 8 to another famous "new deal" date, the brewery folk, on several occasions, came forward with the question: Is Shell going to distribute beer through its service stations?

The nature of the new product which is the subject of the April 8 proclamation is being held in secrecy until that date. However, this much may be assured: While the product does have properties that induce vigor, power, quick starting, etc., it is intended for automotive, rather than human, consumption.

An advertising appropriation of \$2,000,000 will be placed behind this new product during the spring and summer months of this year, according to Paul Ryan, manager of the sales promotion-advertising department. This advertising program, plus the fact that the company has already spent more than \$4,000,000 for new equipment for developing and producing the new product is evidence, Mr. Ryan notes, of the company's optimistic view of the future.

The advertising will appear in a large number of newspapers in the twenty-seven Middle Western States in which the company operates. Outdoor posters will be used in 326 cities and towns throughout the territory. Spot radio announcements will be made daily for fifteen days over as many broadcasting stations. Approximately a million direct-mail pieces will be sent out. There will be countless point-of-sale advertisements and displays.

"The whole program, product included, is based on a large con-

sumer survey," says Mr. Ryan. "In homes, on the street and at our service stations we have interviewed 112,327 people as to what qualities they want in a gasoline and what considerations influence

Why don't Motorists stop at this man's station to FILL-UP?



*Because he didn't wait
to see -
what SHELL'S going to do in 1933*

One of Shell's humorous teaser postcards

them most in buying a particular brand. Having these facts, our manufacturing department has developed a product to meet those wishes. And our advertising is tailored to the same pattern."

The widespread teaser campaign which leads up to the introduction of the new product began February 25, when the first of a series of six postcards was sent to a mailing list of 45,000, followed by a new card each succeeding week. These were humorous in vein, each illustrated with a cartoon demonstrating a phase of the predicament

of the dealer who didn't wait to find out "what Shell's going to do in 1933." In each card, also, there was a sly reference to a Shell competitor. For example, one shows a picture of a sad-appearing service station operator, alongside whom are seated two forlorn dogs. Another has for its headline, "Why is this man's *standard* of living so low?"

"We sent these cards to the home addresses of all our own personnel, as well as to dealers and jobbers, so that Uncle Jim and Aunt Mamie could also see them, laugh over them and become added circulation for our message," Mr. Ryan states. "We used postcards rather than letters so that everybody in the post office department, from Mr. Farley on down, might be anxious to find out, 'What's Shell going to do in 1933?'"

The second shot in the teaser campaign was a large showing of outdoor posters beginning on March 25, featuring a headline that was changed the following week to a new message. On April 3 teaser advertisements in the newspapers were begun, continuing every day through April 7. Each advertisement appeared twice in each paper. On the same days there were radio announcements five times daily, once in the day time and four times in the evening, over each of fifteen radio stations.

Complete announcement and description of the product begins in newspaper advertising on April 8. On the same date the poster and radio advertising will feature the central sales point which will be stressed in all media throughout the duration of the campaign.

One-Syllable Reason-Why Copy

The newspaper copy will be simple and non-technical in essence, detailing a reason-why story of the new product "in words of one syllable."

"We found in our consumer survey," Mr. Ryan adds, "that motorists are interested above all in value, expressed in terms of what the merchandise will do for them, and not in trick phrases or cheap price. Therefore, a straightforward

exposition of the quality of the product we have to offer will be the keynote of the entire campaign."

Shortly after April 8 a direct-mail campaign employing a newly developed personalized presentation will start. The several pieces in the series will be sent to a large list of consumers.

The Service Station's Part

A particularly interesting feature of the whole program is the dramatic manner in which the message of the new product will be carried through the service station on the appointed date. Overnight each unit will blossom forth in an elaborate display of advertising banners and decorations. A score or more of these banners will be hung from wires on the service station property, each carrying its own individual message about the product. There will be signs on the station building and light standards. Special crews will be sent out on the night of the seventh to have the decorations in readiness for the next day.

Each station attendant will wear a special badge and cap and arm bands. And he will greet each motorist who comes into the station with a set selling phrase. Company trucks will bear banners and signs. Salesmen's cars will be decked out with special tire covers and bumper signs.

There will be considerable additional sales promotional material, including 5,000,000 maps for distribution to motorists; sales manuals; talking pictures for dealers; sales letters containing "how to" ideas on selling petroleum products; and a sales contest designed to inspire station attendants to sell each customer the full Shell line of products.

The detailed story of the new product and of the advertising and sales promotion program was told in advance in a series of special meetings held in fifty key cities. In these every Shell office employee, field representative, dealer and jobber was impressed with the significance of "what Shell is going to do in 1933."

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Oasis in the Sales Desert

WITH the breweries in the beer capital again going full blast other business in Milwaukee is also moving with refreshed vigor.

Employment has spread from brewery to bottling machinery plants; carton, case and keg makers; truck and engine manufacturers; building trades; taverns; retail stores. Thousands have been re-employed, others will advance to higher income brackets. They're prospects again for merchandise they've had to do without.

Lusty Milwaukee, stimulated by the restoration of a giant industry, is a market justifying advertising action now! One paper, The Journal, sells it thoroughly at one low cost.

THE MILWAUKEE JOURNAL
 FIRST BY MERIT

“LOOK!

Mama's ripping a hole in the mattress!"

THREE'S a hint of better times in the air. Money is beginning to come out of tea-pots and socks.

Here and there, mattresses are being ripped open and made to disgorge hidden treasure. Purse-string tension is relaxing. It looks as though the end of the buyer's strike were in sight.

America has something of a shopping-itch again. Mama is wistfully thinking about that new spring coat, now two years overdue. Papa is acutely aware of the fact that his old car isn't what it used to be.

But let's not count chickens. We can't enthuse ourselves into prosperity. The path to profit is not yet strewn with primrose.

America is ready to buy again . . . but it won't be the free-and-easy buying that we once knew.

Whatever people do with their money, they won't throw it away. They won't plunge into an orgy of spending just for the hell of it.

And so there can be no let up in the strenuous

efforts that have accounted for sales during the last three years.

The effortless salesmanship of 1929 won't move merchandise now—even though more people are willing to buy.

Customers can't be wooed and won by the dulcet inanities that passed for advertising three years ago.

ADVERTISING can sell goods today . . . is selling them, as the records of so many of our clients show. But it is advertising stripped of generalities and gaudy syntax.

Again . . . let's not count our chickens too soon. The New Deal will not release a flood of dollars frantically scrambling to climb into the nearest cash register. Advertising that meekly whispers, "Me, too!" will not gather any moss this year . . . or next.

But the business that is ready to step forth with an idea . . . with bold, dramatic reasons why people should buy its products, has an immediate opportunity to capture more than its share of the heavy buying that seems to be on the way.



RUTHRAUFF & RYAN, INC

New York **ADVERTISING** Chicago

405 Lexington Avenue

360 N. Michigan Ave.

Detroit: 7430 Second Boulevard • St. Louis: 812 Olive St.

Camels and Magicians Are Still at It

Help of Law Is Invoked to Stop "It's Fun to Be Fooled" Campaign, but Advertising Keeps Serenely on Its Way

THE magicians are having a tough time in their fight against the R. J. Reynolds Tobacco Company and its campaign for Camel Cigarettes in which the alleged closely guarded secrets of the prestidigitators are being exposed.*

"It's Fun to Be Fooled. It's More Fun to Know," theme of the campaign, has taken on a different meaning for the wand wielders. The magicians were led to believe that the law would step in and protect them against this bold, bad campaign. Now they know that while some legislators agree that "there ought to be a law" there isn't much chance of passing one.

An attempt was made in Connecticut to draft a law to stop the exposés appearing in Camel advertisements. But all the magicians could get was moral support, and not relief by law. The chairman of the judiciary committee, and several members, openly deplored on the floor of the house, inability to draft a law that would be constitutional.

A delegation of magicians had previously appeared in favor of the bill. The delegation was headed by John Mulholland, editor of the *Sphinx Magazine*, official publication of the Society of American Magicians.

The magicians believe that the Camel campaign, as Julian J. Proskauer puts it, "is destroying the livelihood of hundreds of magicians and ruining the illusions of millions of people." Mr. Proskauer is chairman of the Committee on Public Relations of the S. A. M. He is, in addition, vice-president of three printing corporations and was former publisher, managing editor, city editor, of several newspapers.

The "moral victory" is based on the statements of members of the judiciary committee. Their sym-

pathy for the magicians was aroused.

"I don't smoke Camels," said Representative Ray Baldwin, of Stratford, chairman of the committee, "so I can't tell if they need advertising of this type to draw attention to them, but I do believe sales of that brand will fall off because public opinion is against their advertising methods."

"I am almost at the point of tears," said Representative Samuel S. Googel, of New Britain, "that I should have to rise in favor of the rejection of this bill. I don't know when I have enjoyed myself more than when I saw that show . . . when those magicians came here with their splendid entertainment. They tremendously appealed to our sympathy. We all yearned to do something for them."

Like Saying There Isn't Any Santa Claus

"We love to be deluded. Why, we would crucify the man who told us there really wasn't any Santa Claus. These magicians entertained us and we love to be deluded and now the manufacturers of Camel cigarettes, those second rate cigarettes—are attempting to shatter our illusions."

"The Camel advertising should be stopped. There is no question about it, but no outside efforts can stop it legally. Public opinion will work quicker than any law to stop anything which is in flagrant bad taste."

Judge Peck of Bristol, the oldest representative on the committee, declared that: "The committee felt that this advertising is the meanest advertising any business concern in this country is using."

In the meantime, Reynolds is going right ahead with its campaign. It feels that the magicians would do better to capitalize the public interest in magic that has been stimulated by the advertisements. Magic

*"Magicians Make Noisy Protest at Camel Campaign," *PRINTERS' INK*, February 2, 1933.



Reynolds and the Putnam Bookstore co-operated on this special window idea to tie-in with Camel campaign

has been declining in popularity for some years and this campaign has, the company believes, benefited rather than harmed the magicians. Some magicians agree with this view.

In order to prove its point, the tobacco company last week worked with the retail book store of G. P. Putnam in New York in a special window idea. A magician, Gilbert, performed a number of feats of sleight of hand and magic in the window.

Surrounding him were copies of many books on magic which are on sale in the store. For, although the complaining magicians fail to mention this, magic tricks and illusions have been exposed in literally hundreds of books for many years. These books have been available to the public and, in some instances, have sold in large quantities.

Most Explanations Taken from Books

Most of them have been written by prominent magicians who, in writing them, were doing exactly what they are complaining about. In fact, most of the illusions which are featured in the Camel ads have been obtained from books on magic available to anyone. The publishers have been glad to give permission for their use.

In the background of the Putnam

window were large-size reproductions of a number of the Camel advertisements. In addition, some of the sets of magic tricks which are purchased mostly by children were on view.

The sale of books on magic during the week in which Gilbert performed in the window was very satisfactory and the crowds attracted were encouraging.

May Use Idea for Other Outlets

Reynolds is considering working out a similar plan for use in other types of retail outlets, such as cigar stores.

The expression, "It's Fun to Be Fooled," has caught the fancy of a number of retail advertisers.

Beck-Hazzard shoes, for example, were tied up with the campaign in a newspaper advertisement which was headed by a picture of a magician pulling a shoe out of a hat. The heading read: "It may be 'Fun to Be Fooled' on the Stage (Apologies to Camel Cigarettes) But in Shoes . . . It's Vital to Know!" Readers were advised in the copy not to let the "illusion" of a former price blind you to today's value."

Gimbels, in New York City, tied up the campaign with advertising for its accessories, such as collars and cuffs. The style of the Camel campaign was followed, with a

large illustration of a magician and the copy divided into two parts, "Illusion" and "Explanation."

If one of the purposes of this campaign, as it undoubtedly is, is to get it talked about, it is certainly a success. If interest continues to pile up, there may be a wide revival in magic and mysteries. Already, there is considerable indication of it in the sale of books on the subject and in sales of tricks by shops carrying such items.

The magicians, themselves, will probably calm down eventually although many of them are boycotting the cigarette. Some of them are contemplating legal action as individuals against the company. One, Horace Goldin, has already

filed suit against Reynolds to restrain it from revealing an explanation of the illusion, "sawing a woman in half," in advertisements.

Goldin asserts he conceived the illusion in 1911 and has since patented it, and that the so-called explanation is a violation of his rights. He asserts that the advertisements have affected his ability to get bookings, and asks \$50,000 damages.

Cartoon strips are now being used to present the Camel story in a new newspaper series. The first advertisement features the illusion of the "empty dog kennel" in which the magician constructs a kennel on the stage and then makes a real dog jump out.

L. D. Burrill Made Publisher, Syracuse "Journal-American"

Louis D. Burrill has been appointed publisher of the Syracuse, N. Y. *Journal and American*. As a newsboy Mr. Burrill joined the *Journal* twenty-five years ago and has worked in every department of both the editorial and business divisions. During the last ten years he has acted in the capacity of assistant publisher.

Mr. Burrill's father, Harvey D. Burrill will continue as president and editor of the *Journal* and *American* and also as regional director for a number of Mr. Hearst's newspapers in other cities.

Both father and son over a period of many years have advanced progressively from newsboy to publisher of the same newspaper.

Directs Cement Promotion

W. D. M. Allan has been appointed director of promotion of the Portland Cement Association, Chicago. Since 1926 he has been manager of the cement products bureau. W. G. Kaiser, assistant manager, succeeds him.

C. R. Ege, manager, advertising and publication bureau, has been appointed assistant secretary of the association.

Appoint Lord & Thomas

The Brunswick-Balke-Collender Company, Chicago, has appointed Lord & Thomas, of that city, to handle the advertising for Brunswick service fixtures for the dispensing of beer and other beverages.

The Palmer House, Chicago, has also placed its advertising account with Lord & Thomas.

Drug Account to Hartman

The American Druggists Syndicate, Inc., Long Island City, has appointed the L. H. Hartman Co., Inc., New York, as its advertising agency.

Chicago Council Plans Newspaper Exhibit

The Chicago Advertising Council will hold its annual newspaper advertising contest and exhibit in the latter part of May. Lloyd D. Herrold, professor in advertising at Northwestern University, has been appointed general chairman of the arrangements committee.

O. C. Harn, managing director of the Audit Bureau of Circulations, will be in charge of awards for the committee. Herbert Knight, J. M. Budscho, Inc., will be in charge of promotional material.

E. R. Richer, Marshall Field & Company, will handle the program for the luncheon meeting which will open the exhibit. George Brandenberg, *Editor and Publisher*, is in charge of publicity.

New Product Account to B. B. D. & O.

Jenkins Brothers, New York, have appointed Batten, Barton, Durstine & Osborne, Inc., to direct the advertising of their new product, Jenkins Blue Target fruit jar rings. Magazines will be used in a campaign which will feature a guarantee to reimburse housewives should the contents of any jar spoil because the product failed to provide airtight sealing.

Libby Appoints Mudge

Dudley H. Mudge has been appointed advertising manager of Libby, McNeill & Libby, Chicago. Since 1927 Mr. Mudge has been an account representative with the Chicago office of the J. Walter Thompson Company. He was formerly merchandising manager for the retail stores of A. G. Spalding & Bros.

Stetson Shoe to Ayer

The Stetson Shoe Company, South Weymouth, Mass., has appointed the Boston office of N. W. Ayer & Son, Inc., to direct its advertising account.



SAID TO BE "THE BEST PRINTED NEWSPAPER IN THE UNITED STATES"

—and nothing contributes more to the effectiveness of your advertising than good, clean printing.

THE CHICAGO DAILY NEWS

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO

Mr. Lloyd Sees Start of H



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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of HISTORY

"In any industrial history of the Thirties, there will appear the names of many Business Giants who were born in this year of 1933" . . . statement of Mr. Lawrence M. Lloyd, President, Topping & Lloyd, Inc.

WE AGREE. Every day some
ture giant of business is born,
wise manufacturer is forcing
his sales-wedge into a mar-
ket . . . and splitting it wide-
open. There is a constantly
growing realization of this
fundamental truth . . . that
sales can be made *only* in mar-
kets that *are able to buy* . . .
an increasing tendency to PICK
such markets and Pound Them.
Pound with newspapers that are
not only willing but that are
trained to fight for you; to in-
fluence large masses of people;
impel Store Door Pressure.
During the past two years,
seventy-seven of the great

Hearst Newspapers represented
by the Rodney E. Boone Organ-
ization have devoted more time
and effort than *ever before* to a
closer understanding of the basic
needs and buying habits of the
14 important markets which
they serve. Their fund of infor-
mation has become increasingly
valuable to old advertisers . . .
and to new ones.

Results have fully justified
these efforts. Market after mar-
ket has recorded its sales suc-
cesses during the past months,
proof-positive that when mar-
kets of known potentiality are
picked and pounded, *they will*
respond . . . in this or any
other year. . . .

N T S
E R S

Georgian
American
Detroit Times
Bee-News
Intelligencer

American
Herald
American
Intelligencer

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE

NEW YORK

| | | | |
|---------------|-------------|-----------|---------|
| Chicago | Detroit | Cleveland | Boston |
| Philadelphia | Rochester | Atlanta | Seattle |
| San Francisco | Los Angeles | | |

goes where a dollar is

Where there are *most* sales in Detroit, The Free Press has *more* circulation . . . pre-selecting for advertisers patrons with pocketbooks . . . *readers with resources*. Truly here is *coverage of coin*.

For The Free Press reaches two-thirds of all the homes in those Detroit areas where four-fifths of all buying is done. Besides that, this newspaper reaches approximately every other home in the Detroit trading area.

In few American markets can you find such a happy combination of factors that demonstrate beyond question the utility and value of a newspaper, as are marshalled and made available by The Free Press. This is no year to "guess" at either markets or mediums. The Free Press can *prove its power to persuade*. It can demonstrate for you its sales-making capacities . . . not alone on the basis of any past performance, but in terms of the *present*.

The Detroit Free Press

Give MacDonald a Chance

Not "Presidential Interference," But the Help of the Head of the Business
Is Desirable

By Roy Dickinson

A FEW weeks ago I ventured to suggest that wherever MacDonald sits there was the head of the table, and that MacDonald (the president of companies which advertise) should now sit at the advertising end of the table.

Among others I quoted P. K. Wrigley, George W. Hill, Harvey Firestone and C. P. Gulick, president of the National Oil Products Company. In this and a succeeding article called "The New Leadership" it was plainly made evident that I didn't expect Myron Charles Taylor, chairman of United States Steel, to "take up an advertising course in a serious way or learn rates."

Yet a little more sales and advertising mindedness wouldn't hurt a bit even in that big industry, and rumor has it that big things are brewing over in that direction.

Nobody expects the president to take over all the details of his advertising department. It is a new attitude toward advertising that is desired. The head of the company should at this time appreciate that the only way to help his financial position is to make profitable sales; that advertising has a definite part in building profitable sales. It is, therefore, the president's duty to stockholders to see that their advertising dollars are well invested, not wasted nor dissipated.

A great many presidents were interested in the first article and took the trouble to write me personally that they were now taking more interest than ever before in advertising. The president of one company, P. D. Saylor, of Canada Dry Ginger Ale, told me that he received at his home every magazine and a great many newspapers which he read thoroughly for the benefit of his company; that he never entered a home without looking to see what magazines were read in that home. He did all this and more because he felt that it

was part of his job to see whether he was getting the most out of his advertising dollars.

Up to that point everything was swell and the presidents seemed to like the whole idea of MacDonald and the head of the table. However, I received a few letters from advertising managers who seem to have gathered some other impression which was never intended. Two letters were from old friends of mine, one or two others from strangers. They seem to take the same general tone; something along this line:

"Are you suggesting presidential intrusion into the advertising manager's job? If you are, does that mean that advertising managers, their assistants and agencies have all fallen down on the job? Have advertising managers given up the fight? Will the advertising manager in the future act only as a host for space salesmen and perform other menial tasks?"

To the Advertising Manager's Advantage

Now I submit that any advertising manager whose president begins to think of the advertising department as the most important part of his business, is going to depend more and more on the skill and technique of his advertising manager, instead of getting the idea of taking him off the pay-roll. The advertising managers I know who have the job in companies where the president is sales and advertising minded, have a far better job and receive much better salaries than those in which the president thinks that the advertising department is merely an appendage to his business instead of an integral and important part of it.

One of the biggest jobs of an advertising manager today is to get some money from the head of the company with which to carry

out his plans based upon his own study and skill. What other way is there for an advertising manager to get money except from the president and the board of directors? If the president is taking a greater interest in advertising as a force to build profitable sales now, it certainly will make the advertising manager's job a more pleasant one, will make the advertising agency happy, and will do the whole company good including the president.

One of the advertising managers who takes a good-natured crack at me, asks:

"What then is the real power of the president of the company in furthering the company's advertising? I believe that it is he who should instill new thoughts and new ideas for advertising copy, design and pictures. Development of his idea should be left to the decision of the advertising manager and the advertising agency. If these two are incapable of developing the ideas, perhaps there is then need for a change in advertising manager and agency."

That statement is perfectly okay with me. However, I have known cases where the president rushed through a picture in a warm glow of enthusiasm over the head of his advertising manager and sometimes against the advice of the agency, only to find later that it didn't work at all with the trade or with consumers. I should say that the power of the president of a company in furthering the company's advertising goes further than that.

He Doesn't Have to Study Every Detail

First of all, an advertising minded president is going to give money and time to helping his advertising manager do a better job. I wouldn't expect the president of a company personally to prepare the blueprint for a new factory, nor do I expect the president of a company to study every detail of rates, markets, and media.

However, I do think a great many of them are going to get into a serious minded discussion as to whether they are getting the full value of their advertising dollar in the media they are buying now. I

feel confident that this is going to be a sane and sensible development of the next few months.

I also feel confident that when the president "instils new ideas for advertising copy" in these days he is not going to run off after pretty pictures and prestige-building words. If he has the desire to suggest a new copy angle to his advertising manager and to his agency, he is not going to be the type of president who as my critic says "has not contacted actual prospects for ten, fifteen, twenty or more years."

Contacts and the President

I admit that some presidents of companies may be unaware "of the gigantic change in the selling process which has taken place recently," an accusation which one of my correspondents makes. Yet I know many a president of a great corporation who does a whole lot more contacting in various ways than even members of his own staff may appreciate.

How many members of the organization know every move that the president makes for the benefit of the business during the daylight and often in the midnight hours? Why should the younger men around him all think that the old man, when he makes a suggestion, is simply dragging something down out of thin air? Remember that many a president worked his way up through various departments of the branch and home offices, knows how things were done in other *hard* days, and perhaps has a better picture than younger men who worked with the company only through the easy days when all was sunny and dollars flowed free.

There is no disposition on my part to deny to the advertising manager an opportunity to do his stuff. One of them tells me:

"I recently came in contact with a president to approve a campaign to appear in several trade journals. Perhaps the copy could be improved. That president, however, got red in the face when he did not see the picture of the original mill in 1847. He was boiling when the old-style lettering for the caption

had been changed. He damned the copy because it did not give infinite detail on the reason why his product was better than his competitor's. Why was the name of the founder omitted, he demanded?"

Then my inquirer asks: "Are you going to give that president more power?"

It seems to me that the answer to that type of question is that any president who looks only backward is going to drag his own business backward. If that president, however, was finally induced to give more attention to the advertising department as an integral and important part of his business in its job of building more profitable sales, he might eventually learn enough not to ask such fool questions as those quoted.

Another question asked of me was this:

"If the president is going to jump into the advertising department, how soon will he be jumping into the accounting or statistical departments, or into the chemical laboratory?"

My answer is that many presidents in the recent past thought there was a whole lot more importance in the accounting, statistical departments and in the chemical laboratory than there was in the advertising department. They were inclined to give far more credit to a good chemist or a good statistical expert than they were to a sound advertising manager who knew his stuff and did a lot of work in the office and out of it to improve his skill and technique.

He'll Be Easier to Get Along With

Many a president who wouldn't ever have thought of questioning the decisions of one of his chemists, thought that he knew all there was to know about advertising, merely because he read the magazines or listened to the radio.

I claim that when MacDonald gets into the advertising department and makes a thorough study of it, he is going to be a far better man to get along with, than the one who considers his advertising as something apart, as so many of them have done in the recent past.

My idea is that the president is now starting to look at his advertising as an important part of his business, just as he always did previously at his production, accounting, statistical, chemical and financial departments. This change, I believe, is all to the good. It is my idea that when he jumps into advertising, if he is a good manager as well as president of the company, he will demand work of proper caliber from his subordinates. He will be firm, he will want to be shown.

Supplementing His Own Judgment

But he will accept the judgment of men in the advertising department and in the advertising agency as experts. He will weigh their conclusions and their suggestions against proper study on his own part, even if that study requires him to talk to a group of wholesalers, retailers, or consumers; a great deal more time on his part than he has ever given to advertising problems before.

In the meantime the MacDonald who looks at advertising with new eyes is going to keep the advertising pot boiling with well directed activity, with encouragement and with the sinews of war.

So again I say that while the president of the company shouldn't try to learn all details of rates or circulation (I said that in the first article) he has a perfect right to be interested in whether a publication is going ahead editorially in its general influence, whether the radio program is clicking, whether a newspaper is consolidating its position of influence in a town or slipping, and other similar fundamentals on the leadership qualities of the carriers of his sales message. Moreover, I repeat the ending of the first article:

"The men who are going to make advertising a more efficient tool for future profits are the presidents who study and use it now. There is no more important job which can possibly claim their time and earnest effort."

For the advertising manager, the assistant advertising manager, or the agency which works for a pres-

ident who is not advertising minded, who isn't interested in advertising, who thinks it is an expense instead of an investment, is going to be unhappy during the next few months.

On the other hand, those who work for a MacDonald who is

ready to step on the gas, who is looking at his advertising as the most logical and quickest way of building profitable sales in profitable markets, are going to have a happy time and probably get their pay checks increased before the year is over.

+ + +

Back to 2 Cents a Mile

LARGE space in newspapers is being used to broadcast the news that the Louisville & Nashville Railroad has gone back to the 2 cents a mile basis for fares. Whitefoord R. Cole, president, frankly admits that the reduction is aimed to offset other forms of transportation competition.

"We have encountered one form of competition after another," he states. "We have realized that changing conditions call for changes in our operations. Various methods for solving the problem have been presented, but we have agreed upon the reduction of fares as the most practical solution."

The lower rate applies to coach travel. Sleeping and parlor car travel will be at the rate of 3 cents per mile without surcharge.

Copy hits out with the declaration that the lower fares make traveling cheaper and safer than motoring, and enable the traveler to avoid roadside delays, tire troubles, detours and fatigue which come from the strain of automobile driving.

The L. & N. has been authorized by the Interstate Commerce Commission to experiment with the reduced fares for a period of six months. Continuance will depend upon the extent to which the traveling public takes advantage of them.

+ + +

Edwards & Deutsch Elect

Clarence T. Fairbanks has been elected president of the Edwards & Deutsch Lithographing Company, Chicago, succeeding the late Joseph Deutsch.

Charles J. Fahrner was elected first vice-president; John H. Huss, vice-president in charge of sales, and John A. Bayer, vice-president in charge of production.

A. C. Deutsch was re-elected secretary and treasurer. All officers have been associated with the company for ten or more years.

With "Architectural Forum"

John Adams has been appointed Western manager of *The Architectural Forum*, with headquarters at Chicago. Formerly with this publication, Mr. Adams more recently has been vice-president and general manager of *Building Investment*.

Bolam Joins Du Tone Ribbons

Guy Bolam has resigned from the sales promotion department of the Du Pont Cellophane Company, New York, to become sales manager of Du Tone Ribbons Corporation, New York, manufacturer of a new two-colored Cellophane ribbon.

D. M. A. A. Appointments

Charles A. Bethge, vice-president of the Chicago Mail Order Company, has been appointed general chairman of the convention and exhibition committee for the 1933 meeting of the Direct Mail Advertising Association, to be held at Chicago, September 26 to 28.

Robert G. Marshall, president of the Marshall Letter Company, is vice-chairman. J. Mills Easton, advertising manager of the Northern Trust Company, is treasurer and Paul S. Van Auken is convention manager.

A convention office has been opened in the Hotel Sherman.

Wrigley Elects

James C. Cox, who has been vice-president and treasurer of the William Wrigley Jr. Company, Chicago, has been elected first vice-president. James A. Gill, previously assistant treasurer, has been made treasurer.

New Account to F. J. Low

The Water Service Laboratories, Inc., New York, Boil-Out for removing rust, grease, etc., from household boilers, has appointed the F. J. Low Company, Inc., New York advertising agency, to direct its advertising.

Here's How Times Have
Changed in PITTSBURGH!

So Far
This Year
(Jan. and Feb.)

57 $\frac{2}{10}\%$

of all » »

CHAIN STORE GROCERY ADVERTISING

Published in Pittsburgh Evening and
Sunday Newspapers appeared in the

PITTSBURGH SUN-TELEGRAPH

Last Year
only
(Jan. and Feb.)

40 $\frac{3}{10}\%$

of all » »

CHAIN STORE GROCERY ADVERTISING

Published by Pittsburgh Evening and
Sunday Newspapers appeared in the
Pittsburgh Sun-Telegraph.



Figures by Media Records, Incorporated

THE PITTSBURGH SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

To national ad VOLUME SALES over the



ALL we ask of Circulation Manager Zoty is to sell magazines at his retailer's point of sale—the newsstand, for our job is to sell a mass circulation to national advertisers seeking volume at the retail point of sale. Volume is tough to get these days but where better look for it than women still buying from a retail point of sale alongside your own.

Magazine newsstand circulation offers the advertiser a unique advantage in this fourth year of depression in that it provides demonstrated current spenders, circulating past your own retail outlet to buy a non-necessity—a magazine.

Magazine newsstand circulation at 5c, at 10c, at 15c, at 25c a copy offers a selective feature over other mass circulation media in that it rechecks each issue current spending and maintained

"Just as other Sales Managers

men's magazines—
move their goods from the druggist's counter and the grocer's shop—
I move mine from the magazine rack. I clear some 600,000 magazines a month through drug stores, and over a million a month through newsstands, stationery stores and other miscellaneous retail outlets. I am not in the advertising business but I can imagine no better circulation than retail spenders. *E. Zoty, Circulation Sales Manager, True Story Magazine.*

reader interest. Magazine newsstand circulation is superior to most magazine subscription circulation for it contains no cut-price combination clubbing offers, high pressure, door-to-door personality salesmanship, enticing premium offer which may transcend the interest in the magazine itself. Magazine newsstand circulation is unforced, standard price retail sale.

85% of True Story's total circulation is newsstand. According to the latest publisher's statement—1,652,000 copies are newsstand out of a total sale of 1,933,000. True Story sells more copies over the newsstand than any other magazine in America—76,000 more than the nearest newsstand of Total

Advertisers seeking the retailer's counter

Men's magazine (priced at 10c) — 500,000 more than America's leading national weekly (priced 5c)—Yet, True Story sells 15c a copy. If your problem is volume sales, here is a mass selected current spenders passing up lower-priced magazines merchandise to purchase a premium-priced article because they prefer it.

78 out of every 100 True Story women are married . . . average age 33 . . . young married women . . . a receptive long-term market reached by no other women's magazine, for True Story's unique editorial policy covers a new, unduplicated reader group. Near the full story. True Story magazine, 420 Lexington Avenue, New York, N. Y.

Percent of Family Heads in Leading Occupational Groups

| Magazine | Store-Owners | | |
|------------------------|--------------|--------------|----------|
| | Executive | Professional | Salesmen |
| | Clerks | Wage Earners | |
| True Story | 14.0 | 24.8 | 46.6 |
| Good Housekeeping | 29.3 | 30.0 | 22.0 |
| McCall's | 25.4 | 32.3 | 24.7 |
| Ladies' Home Journal | 27.0 | 30.7 | 24.7 |
| Delineator | 23.1 | 31.7 | 24.9 |
| Pictorial Review | 23.8 | 32.2 | 26.3 |
| Woman's Home Companion | 27.2 | 29.6 | 27.8 |

To maintain volume, sales must be made to people en masse. True Story does a better job at mass coverage than other magazines because we provide more distribution in the mass market while other magazines pile up disproportionately in a thin upper strata.

Source: "Current Buying Indices of Magazine Readers," a survey made by Percival White, Inc.

Magazine newsstand circulation Seven Leading Women's Magazines



Newsstand circulation
of Total 85.4 38.7 20.7 18.4 23.5 16.9 13.7

We Have With Us Again—The Pretzel

It Has Been Here All the While, but without Beer, It Was Only an Orphan

R. E. TWEED COMPANY
Advertising—Sales—Merchandising
PHILADELPHIA, PA.

Editor of PRINTERS' INK:

May we receive any information on the merchandising and advertising of pretzels that you may have in your files?

R. E. TWEED COMPANY.

THIS is not the only letter of its kind that PRINTERS' INK has received during the last few weeks. And is it any wonder? Don Quixote without his Sancho, a June night without a moon, Al Smith without a derby, a torreador with a blue cape—that's beer without pretzels.

The crookedest member of the bakery family, whose divorce from the amber beverage is simply unthinkable, is once more on the threshold of popularity. The humble pretzel, invented centuries ago by an old Bavarian cleric as a reward to children for saying their prayers, bids fair to take a conspicuous role in the drama that begins when the curtain is rung up on the seventh of April.

"St. Joseph, Mo., March 18.—The pretzel business is looking up, with the prospective return of beer. A plant here is working twenty-four hours a day, has added sixty-eight employees, and is two months behind its orders. It is turning out ten tons of pretzels daily, enough to go with 3,000,000 glasses of beer, one expert figures it."

This AP dispatch is merely one indication, if indeed any is needed, to show what's happening.



Crane with Cowan & Dengler

P. H. Crane, at one time in charge of the Berlin office of the J. Walter Thompson Company and, formerly with The Blackman Company, is now with Cowan & Dengler, Inc., New York.

Appointed by "Modern Youth"

Albert Ross, formerly with Clayton Magazines, has been appointed circulation manager of *Modern Youth*, New York.

Weekly reports a sudden interest in pretzels. In the last couple of weeks it has handled about fifty requests for information on their manufacture. Several of the requests were for recipes. Practically all of the large baking companies, which have been making pretzels right along during the arid years, are stepping up production in readiness for the contest for the favor of the new American quaffer.

And of course there will be advertising. While each of the leading pretzel producers is wary of "letting on" lest the other fellow see what he has up his sleeve, it is natural to expect some strong and interesting campaigns. Just what form this advertising will take it is hard to say. There will be brand competition. Sentiment against the saloon will probably find its reflection upon pretzel advertising in copy stressing the delights of home consumption. And with a new generation nurtured in the more temperate tradition of cream wafers and fig newtons, will there not be an educational job to be done?

Moreover, the public will have to choose between the large pretzel and the small one, the straight and the crooked. But they will not be plagued with new uses, the bane of many another advertising campaign!

The pretzel has never stood forth as a brilliantly advertised article. Consequently the history of pretzel advertising is a thing of the future.

—[Ed. PRINTERS' INK.]

Death of W. F. Fell

William F. Fell, president of the Philadelphia printing business which bears his name, died at that city last week, aged eighty. He was a charter member of the Poor Richard Club.

New Account to Iola

The advertising account of Betteridge, Inc., New York, jewelry, has been placed with The B. D. Iola Company, Inc., of that city.

Building Industry Is Fast Learning How to Sell

The Story of Johns-Manville's Advertising Program to Homeowners Exploiting "A Million Dollars to Lend"

An Interview by Bernard A. Grimes with

Ken R. Dyke

Executive Vice-President, Johns-Manville Sales Corp.

"A MILLION Dollars to Lend" —the idea on which Johns-Manville bases its 1933 building material sales plans—originated in the company's credit department! From an idea it has grown into an efficiently co-ordinated sales plan of sales promotion, selling activity and sales financing, with home repair, remodeling and modernization as its objective.

"Throughout this country" says Ken R. Dyke, executive vice-president of the Johns-Manville Sales Corporation, "there are hundreds of thousands of homes, which are not only in need of remodeling and modernization to make them up to date and truly livable, but which are desperately in need of important repairs. Further delay in making these repairs and arresting the advance of deterioration and obsolescence is rapidly reducing the present and future values of these properties.

"With construction of new homes still drastically curtailed, it is in repair and remodeling of present homes that most of us in the building industry are seeking business in 1933.

"Let's look the facts squarely in the face. It is true beyond a doubt that during the fat years of prosperity and booming new construction, the building industry—all of us, manufacturers, dealers and contractors alike—in our ardent pursuit of the easy-to-get, profitable-to-handle, new building business entirely neglected that ever-present market—repairs and remodeling. As a result when the crash came and new construction dropped off at an alarming rate—and all of us were obliged to seek a livelihood from repair and modernization of present homes—the awakening was

a sad one. The building industry had forgotten how to sell that kind of business.

"But three years of depression have done wonders! Business is still rotten, thank you, but mark you this—the building industry is *learning to sell*—and I predict that 1933 will see more aggressive and intelligent sales and merchandising activity by building material and lumber dealers and their contractor customers than our industry has ever seen!

Dealer Wants Just Three Things

"And this intensification of selling by the trade means that every building material manufacturer is more squarely on the spot than ever before. No longer will ordinary advertising and sales promotion plans—hopefully conceived in a New York office and untried in the field—get by. Don't try to sell Mr. Building Material Dealer a few pages of national advertising this year—and expect him to get excited about your line. Don't just show him your line of new shingles or your latest reduced price list—and expect a carload order. 'Them days are gone forever.' He wants to see just three things:

"1. A good line of products, fairly priced.

"2. What you're going to do to help him sell that line.

"3. *And most important*—an actual demonstration by your salesman that *your plan will sell your goods!*

"One more generality: Never before have the building material dealers and contractors been more desperately in need of intelligent, sincere help and advice from manufacturers. Never before have they

been more willing to co-operate and follow-through, and never have they been so wisely critical in their analysis of a manufacturer's promotional plans.

"It isn't the money you're spending that counts today, it's the

know that they are prospects.

"More publicity on our products and what they would do wasn't the answer. Sixty years of national advertising have fairly well established these facts, we believe.

"Greater sales activity on the

A "MILLION-DOLLARS that will get you"

1. **NOT A HOME IS WORTH THE NAME IF IT HAS NO ROOF.** The reason this is so is that it's no good.

2. **IMPROVE BUSINESS CONDITIONS.** This is the only way to get more sales.

3. **SELL MORE ROOFS.** This is the only way to get more sales.

4. **WHAT'S NEW IN DRAWS?** We have a new roof.

5. **WHAT'S NEW IN DRAWS?** We have a new roof.

6. **IT'S EASY TO GET A ROOF.** You can get one for less than \$100.

JOHNS-MANVILLE ROOFING AND INSULATING MATERIALS

TO-LEND" PLAN business now

1. **I LEAD PAUL SMITH A NEW CREDIT.** Paul Smith is a "million-dollar" customer.

2. **PAUL SMITH IS A MILLION-DOLLAR CUSTOMER.** Paul Smith is a "million-dollar" customer.

3. **PAUL SMITH IS A MILLION-DOLLAR CUSTOMER.** Paul Smith is a "million-dollar" customer.

4. **PAUL SMITH IS A MILLION-DOLLAR CUSTOMER.** Paul Smith is a "million-dollar" customer.

5. **PAUL SMITH IS A MILLION-DOLLAR CUSTOMER.** Paul Smith is a "million-dollar" customer.

6. **PAUL SMITH IS A MILLION-DOLLAR CUSTOMER.** Paul Smith is a "million-dollar" customer.

JOHNS-MANVILLE ROOFING AND INSULATING MATERIALS

This particular advertisement brought in more than 800 replies where only ten a month was the average on previous advertisements; an index to the trade's interest in the time-payment plan's business producing possibilities

soundness of your plan and its capacity for doing the job. Keep faith with your dealers today—and you'll do more than get your share of immediate sales—you'll build a grateful dealer organization that will help you to greater net profits every year from now on.

"Johns-Manville sincerely believes that in its 'Million Dollars to Lend' plan it has a program which will pay real dividends to those dealers and contractors who will join us in carrying it out.

"In laying our plans for 1933, we couldn't get away from these facts. First, our major problem was not to convince the home-owners of America that they need to repair, remodel or modernize.

"Three years of necessary neglect of their homes due to conditions has done this job better than any amount of national advertising. The market is there—and the prospects

part of our dealers was desirable, of course, but unless conducted along new lines, they would continue to get the same answer 'Sorry, we know we need a new roof, but we just haven't the money to do it now!'

"And there was the answer—money! Money to buy new roofs, to insulate, to make those much needed repairs now! Furnish the financial facilities to enable homeowners to do these jobs now—and pay out of income. And more important still, do it by means of a plan which would not financially involve or obligate our dealers and contractors.

"We had tried time payment in a restricted way before, but on a recourse plan basis, which confined its operation to a limited number of our outlets. After careful deliberation, our credit department formulated an entirely new plan, a Johns-Manville operated finance plan, without recourse, without

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fees or obligation to our trade, a plan in which we take all the risk and expense. The homeowner gets his repairs done and pays out of income. The dealer and contractor get paid at once in full, without risk.

*Plan Tested
Last Fall*

"We carefully tested the plan last fall. We even ran trial advertisements, carrying the headline 'A Million Dollars to Lend,' featuring our products for remodeling and repair and telling the homeowner that we'd lend him the money to do these jobs now.

"And that testing made us suspect that we were getting somewhere at last. Inquiry returns stepped up at once. But more important and conclusive, there was an immediate and astoundingly enthusiastic reaction from dealers and contractors in all territories. This one advertisement produced more favorable comment and voluntary local advertising tie-ups by dealers than anything we had done in sixty years of national advertising."

So the company, after co-operative thinking and action of its credit, sales, and sales promotion departments, and careful pre-testing, announced to its sales force the 1933 "Million Dollars to Lend" plan.

The method used to announce the plan deserves comment, so definitely is it in tune with these days of achieving effectiveness at lowered costs. Ordinarily, a flying corps of J-M executives would have held group meetings with salesmen at all eighteen district sales offices. This year, a forty-minute presentation of the complete 1933 plan, sales, financing, distribution and sales promotion, was recorded on phonograph records, skilfully synchronized with more than ninety pictures and charts reproduced on a specially prepared slide film. Musical effects at start and finish were incorporated. Photographs of the executives who presented the various phases of the program were synchronized properly with their talks. The entire program was suc-

cessfully recorded on one Saturday afternoon.

Messengers delivered projection machines, records and films to each district office simultaneously one Saturday morning in February—operated the presentation—and instead of a six weeks' tour with its incidental delays, the national campaign was off to an immediate start from Boston to San Francisco. And the cost was less than one-twentieth of the previous "barnstorming" tour method.

"Not only did we save money," said Mr. Dyke, "but the reports from each of our district managers were unanimous in saying that these sales meetings were undoubtedly the most effective and successful which we have ever held. And, moreover, to make certain that the talks registered, we gave each salesman a verbatim script of the scenario to retain at the end of the meeting."

Each salesman was provided with a bound portfolio, convenient in size, and informal in type, for presentation of the plan to his trade. This portfolio included copies of our time-payment manual, dealer sales manual, local advertising handbook, reprints of national advertising, and an illustrated story of the company's products in addition to a dramatic presentation of the "Million Dollars to Lend" plan.

Preparation of the portfolio was based upon a survey made among all salesmen using last year's presentation. Numerous basic changes were made in this year's portfolio as a result of the salesmen's recommendations.

The Direct-Mail Program for Dealers

Perhaps, the outstanding feature of the plan is the unique direct-mail program offered to dealers. Three months were devoted to the preparation and testing of this phase of the campaign alone.

"Our national advertising," said Mr. Dyke, "gives us an invaluable basic background, but we have found that we must rely upon direct mail to do the sharp-shooting. But we don't believe in general

broadcasting of direct mail. We're not interested in suspects but in prospects.

"We ask each dealer or contractor who qualifies to operate under our deferred payment plan, to supply us with twenty good prospects each week, people that he knows are or should be in the market for repairs or remodeling. We allow him twenty names for every salesman he has available for follow-up sales work. Names are submitted on special prospect blanks. We do all the rest—and pay the expense. No charge to the dealer—but he agrees to make a personal call on every prospect so circularized.

"This plan is now four years old. We've tested it—it works. We get results—so do the dealers. Last year we circularized close to 150,000 homeowners."

This year's direct-mail pieces are unusual. There are two eight-page rotogravure magazines called "The Graphic News Illustrated." They are mailed at ten-day intervals to prospects submitted by dealers.



Larger Campaign for Sea Food

The largest advertising campaign in its history is being conducted in 1933 by the Van Camp Sea Food Company, Inc., of Terminal Island, Calif. The 1933 appropriation is reported to be over \$400,000.

Large newspaper schedules have already been released in many markets. Other sections of the United States will be told of Chicken of the Sea and White Star brands of tuna fish, according to the company, which states that expansion in many new markets is contemplated in the 1933 sales plan.

As in the past more than 90 per cent of the appropriation is for newspaper advertising while about 10 per cent will be for 24-sheet posters.

Emil Brisacher and Staff are directing the advertising.

New Boston Publication

The New England Advertising Company, Boston, has started publication of *The Fashion Ticker*, to be issued twice a month and edited to interest New England specialty shops. J. Alden Hart is publisher.

Adds J. R. Hamilton to Staff

J. R. Hamilton, formerly Montreal manager of the Hugh C. MacLean Publications Ltd., has joined the National Business Publications Ltd., Gardenvale, Que.

"We were determined," said Mr. Dyke, "to have our 1933 direct mail get read. So we dug into people's reading habits and found of course, that somebody else had spent millions of dollars to find out how to interest people, how to get them to read, whether they wanted to or not.

"We will therefore credit much of the success which our new campaign may have to the Sunday newspapers—for we've taken advantage of every device which they employ to get reading attention: News, sensational stories, comic strips, pictures, action photos."

Each issue of the "News" offers a free jig-saw puzzle to any homeowner who returns the enclosed card to his dealer whose return address is on the card. The puzzle carries no advertising but in it Old Father Time is seen sitting on a J-M Asbestos Shingle Roof! And since the instructions are to deliver all puzzles in person, Mr. Dyke believes that no dealer will miss this chance to do a little selling on re-roofing and remodeling.



Newspaper Executives to Meet

With the appointment of Irwin Maier, advertising manager of the Milwaukee *Journal*, as chairman of the program committee, final plans for the 1933 convention of the Newspaper Advertising Executives Association are nearly completed, according to Don U. Bridge, president of the association and advertising director of the *New York Times*.

The 1933 convention will be held in Grand Rapids on June 25 to 28, at the same time as the annual meeting of the Advertising Federation of America.

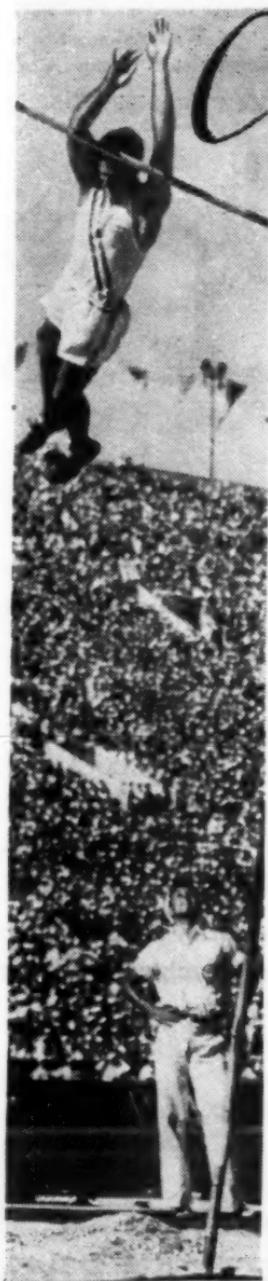
According to present plans, the newspaper advertising executives will schedule meetings on Monday morning, Tuesday morning and afternoon and Wednesday afternoon. There will probably be a luncheon meeting on Tuesday, June 27.

Chevrolet Appoints Berend

F. A. Berend has been appointed assistant advertising manager of the Chevrolet Motor Company, succeeding W. C. Byers, who has been transferred to national used car promotional work, with headquarters at Detroit.

With Women's Screen Guild

Frank Speidell has resigned as production manager for Visagraphic Pictures, Inc., to join the writing and producing staff of the Women's Screen Guild, New York.



Champions!

Up, up, UP! . . . Soared Bill Miller!

When Bill Miller of Stanford University lifted his sinewy frame a story and a half off the ground last year at the Xth Olympiad, he hit the sawdust pit 14 feet, $1\frac{1}{8}$ inches below, a new champion. He had risen above terra firma higher than anyone else in history had ever risen on his own power. A world champion indeed!

ANOTHER CHAMPION:

The Los Angeles Examiner
Witnesseth in such times as these:
● L. A. Investment Co. used
\$211.12 worth of Examiner space
to sell homes. That one ad in The
Examiner alone brought \$35,500
worth of business, at a cost of .59
of 1%! ● W. I. Hollingsworth
& Co., with a series of small space
ads costing \$121.94 did \$14,000
worth of home business. Also ex-
clusively Examiner. Cost, .87 of
1%! That's championship cali-
ber, gentlemen!

LOS ANGELES EXAMINER

Represented Nationally by the
Rodney E. Boone Organization

New York

San Francisco

Detroit

Chicago

Los Angeles

Boston

Philadelphia

Seattle

Rochester

Atlanta

Cleveland

For

In the brief space of time since March 4th the thinking in this country has changed. People have regained their confidence. They have an entirely new viewpoint on their government — their business — Only themselves.

Thinking leadership! That stimulus which started things rolling in Washington has its counterpart in every section of this country.

In every city . . . in every town . . . in every village throughout America there is a certain group around whom the thinking of that community revolves.

They are not all of equal wealth . . . age . . . social position. Some are lawyers . . . merchants . . . business men . . .

In Collie.
magazine
modern
THE C



In Collier's a new leader has appeared among magazines — a leader, designated as such by modern-minded American public.

THE CROWELL PUBLISHING COMPANY

forward

think men . . . employees of stores and factories. But all the
have reprogress that society has made or will make depends
ly never on them.

ness — Only a magazine that reflects the fast thinking and
action of today can hold their interest and respect.
started The young-minded, aggressive men and women who
part are doing things, like Collier's and read it thoroughly.

It stands for the same open-mindedness and construc-
village change that they do.

around What they read in Collier's is repeated, discussed,
debated, advocated.

social What is advertised in Collier's becomes the prefer-
sinessence in American buying.

Collier's

THE NATIONAL WEEKLY

THE Bride

MUST BUY

| | |
|---------------------------|-----------------------|
| BLANKETS | LAMPS AND FIXTURES |
| COMFORTABLES | LINENS |
| CLOCKS | LUGGAGE |
| DRAPERIES AND CURTAINS | SILVERWARE |
| ELECTRICAL EQUIPMENT | STATIONERY |
| FLOOR COVERINGS | TABLE WARE |
| FURNITURE | TOWELING |
| GLASS AND CHINA | WALL COVERINGS |
| KITCHEN EQUIPMENT | WEDDING TRIPS |

HOME & FIELD

IS THE FIRST MAGAZINE

to make available to advertisers a unique and direct tie-up to this lucrative bridal market, representing expenditures of \$7,500,000 to \$10,000,000 in the next six months.

Write for full particulars to

Charles E. Whitney, Advertising Manager,
Home & Field, 572 Madison Ave., New York.

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More Sales Punch in Letters to Dealers

A Hardware Retailer's Mail Uncovers Some Good Tips on Effective Selling

By Don Gridley

THE comparative testing ground for sales letters is not in the office of the letter writer where he can compare one particular gem with past productions, but in the dealer's store where the busy retailer weighs the letter of one manufacturer with those of others.

Recently, I was privileged to go through the mail received in two weeks by an up-to-date New York hardware dealer. It was an experience that every conscientious writer of letters to dealers should indulge in every once in a while.

Across this dealer's desk come the good, the bad and the indifferent, the shoddy and the over-elaborate, the misspelled and the jovial.

From the dealer's mail were culled some ideas and suggestions which are presented here for the help and interest they should have for all advertisers who are trying to do a mail selling job with dealers.

* * *

On top of the pile was a letter from the Liquid Veneer Corporation. It described a premium deal and was signed by the president of the company.

The most interesting feature was a little two-line message, typed in caps, appearing just under the date at the upper right-hand corner of the letter.

It said, "Show this letter to your wife."

* * *

From the D. P. Harris Hardware & Manufacturing Company, Inc., was a four-page letter on roller skates pushing the company's Rollfast brand.

This letter was not folded at the left-hand margin but at the top so that when it was opened up it presented a narrow, oblong spread.

In this spread was a actual size picture of a roller skate and below

it a list of media being used to advertise the product.

While this particular spread was not designed for a window streamer it occurred to me that a number of advertisers might use the inside spreads of four-page letters, folded at the top, as window streamer material for dealers. It has been done in the past effectively.

Whether the dealer uses it in his window or not, the space is not wasted because he gets, in graphic form, the sales message that he can use to sell the product to consumers.

This is just one of the many opportunities that are available these days for plussing the use of advertising material without adding greatly to the cost.

* * *

This same letter employed an interesting staccato type of copy which would be pretty monotonous if used by all letter writers but which, because it is not widely used, offers an interesting change of pace.

Here is part of a paragraph taken from the letter:

National advertising in the more prominent magazines—attractive, lithographed package—the only skates that are fully nickel plated, with all small parts cadmium plated—sturdily built and attractive throughout—flexible reinforcements—sanitary ankle protectors—etc.

* * *

In this mail were two letters that had no less than six enclosures each. If the advertisers who sent these out had been beside the dealer as he opened them they would have realized that six is too many.

The letters themselves were lost in a fog of enclosures and none of the enclosures got an opportunity to tell its sales story effectively.

A communication from the Cole-

man Lamp & Stove Company carried no salutation but split the message into three parts. These were headed respectively "To the dealer who needs and wants ready sales and good profits," "Here's their market," "Here's why they sell." Under the latter heading five sales points were listed briefly.

This made an interesting and concise presentation of the company's sales points.

* * *

Several letters used two color type.

The most effective of these was from the New York office of Butler Brothers.

The letter had no salutation but started off with this message, written in script, "There is business despite these conditions."

Underneath, indented about an inch, were eight lines in red, summarizing briefly the sad conditions characteristic of the depression.

Following was the rest of the

message in black, showing the dealer how he could meet the discouraging conditions as outlined.

* * *

Many of the letters carried return cards. A few of these were not attached to the letters, with the result that when the dealer opened his mail they fluttered to the floor, causing him a certain amount of irritation as he picked them up.

It is easy and economical to clip the return cards to the letters and then this irritation will be avoided.

In addition, the average dealer is not likely to act immediately on any of the propositions presented to him in his morning's mail. Those that interest him most he sets aside for later attention. If the return card is clipped to the letter, it is still there when he reads the sales message for the second time.

* * *

From the merchandise department of the General Electric Company this dealer received the following letter in answer to an inquiry:

Your inquiry in response to our advertisement of the two new models of TUNGAR Battery Chargers has been received, and we wish to thank you for your interest.

The many new features which have been incorporated in the design of these models are the result of years of research and study of YOUR requirements. When you buy a TUNGAR, you are in the battery charging business to stay—your Battery Shop will produce substantial PROFITS for

+

The cartoon letter-head adds interest to the sales message

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you, with a minimum amount of attention. TUNGAR works twenty-four hours a day—year in and year out! Our interest doesn't stop when you have installed a TUNGAR. The services of our advertising experts are at your disposal in the form of direct mailing pieces designed to acquaint car owners in your locality with the fact that you are in the battery charging business and equipped to serve them *efficiently*. Samples of our latest sales helps are enclosed. These are supplied to you **NO CHARGE** and will be imprinted with your firm name and address, if you desire.

Our Distributor, mentioned below, can supply you with complete details, and is equipped to give you excellent service. He will be glad to call and talk the matter over with you.

Yours for Battery Charging
PROFIT,

K. W. NELSON,
Manager, Automotive Products Sales.

There is nothing flashy about that letter but with its enclosures it presents a sound and effective answer to the letter of inquiry from the dealer.

* * *

Another answer to an inquiry was not a form letter because it dealt with an individual problem. It was signed by M. Christianson of S. C. Johnson & Son, Inc. It serves as an interesting example of handling a dealer inquiry concerning a product which is not suitable for the purpose for which the dealer wanted it.

Note that it starts off with a frank explanation of this fact and then launches into a selling talk on another product:

Replies to your recent inquiry—the product to which you refer is evidently Johnson's Glo-Coat, but we do not recommend it for automobiles—it is for use on floors only.

We have recently placed on the market a special wax for polishing automobiles—it is called Johnson's Automobile Wax—formulated after twenty months constant experiment. It is a blend of waxes never before achieved. It is easier to use than any wax polish ever placed on the

market. Gives a harder finish than any other—more lasting beauty.

We want to tell you also about Johnson's Automobile Cleaner, a companion product to Johnson's Automobile Wax. The Cleaner has been tried out by hundreds of car owners, professional car polishers, garages and waxing stations and has everywhere met with enthusiastic approval.

We have a special deal which we are offering at this time. It consists of the following:

| | |
|--|----------|
| 1—4-oz. can Johnson's Auto Wax | \$.35 |
| 1—pint Johnson's Auto Cleaner | .75 |
| 1—Automobile Polishing Cloth FREE | — \$1.10 |

Your customers are bound to call on you for this deal as it will be advertised in such publications as *Saturday Evening Post*, *American Legion*, *Collier's* and *Automobile Trade Journal*.

* * *

From Frederick H. Woodruff & Sons, seed growers and merchants, the dealer received a letter from which the following paragraphs are taken:

Are you going to Syracuse to the Hardware Convention? It will do you good to get away from the old grind for a few days and see how the other fellow feels about things. He may have a lot of headaches that you haven't even thought of yet. Then, too, he may have some real good ideas that will be more than worth your while. At any rate, the change will do you good. Hotel Syracuse is a nice place to stay—I know. I've lived there. The food is good, but reasonable too.

We are enclosing a pass to the show, and while there stop in at Booth 5 and see us. We will have a complete line of Lawn Grass Seed Mixtures as well as fine grasses and farm seeds. All are priced right for today's business and you will find a mixture to fit your pocket-book and your own trade demands.

We have issued a very interesting and informative little booklet on grasses under the name of "Something about Turf" and will have

plenty of copies at the show. If by any chance you wish one of the booklets and do not get to Syracuse, drop us a line and we will be glad to send you one by mail.

The writer will have personal charge of our booth and hopes that you will make an earnest endeavor to get in to see the exhibits and hear the discussions, for we feel confident that you will see and hear some things that will be of benefit to you during these "exasperating" times.

Here is an effective letter quite different from the average invitation to a convention. You will note that this takes care not only of the dealer who goes to the convention but, also, the dealer who will be unable to attend.

* * *

Fairchild-Wood Visaphone Now Visomatic Systems, Inc.

The Fairchild-Wood Visaphone Corporation has changed its name to the Visomatic Systems, Inc., and has moved its headquarters to 292 Madison Avenue, New York. This follows removal of the company's factory to larger quarters at Woodside, Long Island, earlier in the year.

Sales and service staffs are also being expanded. The company's equipment, which makes possible a combination of spoken messages recorded on electrical transcriptions synchronized with still pictures projected on a motion picture screen, is distributed for users through Western Union offices.

W. Wadsworth Wood, inventor of the Visaphone, is vice-president. He was at one time president of Wood Advertising, and an officer in the Celotex Company. He is the creator of "Bill Ding" and other syndicated advertising services used by retailers.

V. E. Pratt, president of the Sales Guild, also is vice-president. He was formerly publisher of *Drag Topics*; president of the Pratt & Lindsey Company, advertising agency, and editor of *Direct Mail Selling*.

Jack A. Sieber, formerly vice-president of the Sales Guild, has joined the organization in an executive capacity.

Ben D. Jennings, former president of Underwood & Underwood, Inc., is vice-president and general manager.

Join WSYR

Fred Ripley and Thomas B. Robinson have joined the staff of station WSYR, Syracuse, N. Y. Mr. Ripley, formerly assistant manager of WOAR, Cleveland, is program manager. Mr. Robinson, formerly with WKYC, Lancaster, Pa., and the NBC sales promotion department, joins WSYR as merchandising counsel, in charge of sales promotion.

From the P. Goldsmith Sons Company, manufacturer of athletic equipment, came a letter featuring Reg'lar Fellers children's sporting goods. At the top was a Reg'lar Fellers cartoon and the letter—four pages, illustrated—opened up on a catalog spread featuring the company's various products, especially a \$50 special assortment.

Because the other pages of the letter were so packed full of information the typed message was short.

The dealer himself was struck by the opening paragraph which said, "If you throw this letter in the wastebasket, put the wastebasket in your safe, because the following pages have a valuable story to tell you."

* * *

Modern Magazines Adds More Outlets

Modern Magazines, New York, publisher of *Modern Screen* and *Modern Romances*, has contracted for the distribution of these publications through the 136 stores in the Grand-Silver-Metropolitan chain. This, together with the new outlets acquired last week through the McCrory, McLellan, G. C. Murphy, W. T. Grant, Scott and L. C. Burr chains and their continued sale through the Kresge and Kress stores, makes a total of 2,366 store outlets.

General Foods Advances Frye

General Foods Corporation has consolidated its institution and bulk coffee sales departments under the direction of Howard O. Frye, who has been sales manager of bulk coffees.

Mr. Frye joined General Foods in 1927 when it acquired Walter Baker & Company, Dorchester, Mass., of which he was advertising manager.

Associated with Mr. Frye will be J. W. Schmalz, formerly of the Maxwell House tea division, and J. H. Stout, who has served the corporation in various sales capacities.

Missouri Papers Appoint Keller

Charles W. Keller, Jr., assistant professor of advertising at the University of Missouri, has been appointed executive secretary and field representative of the Missouri Press Association. He will assume his new duties June 1.

With Campbell-Ewald

Walter Boynton, vice-president of Unwin-Boynton & Stocker, Inc., Detroit, has withdrawn from that agency to join the publicity department of the Campbell-Ewald Company, Detroit.

More than all three COMBINED!

More than all three COMBINED!

In 1932--

The Weekly Kansas City Star carried a greater number of individual advertisements (display and classified) than all three of the next best Missouri, Kansas and Oklahoma state farm papers combined!

The Weekly Kansas City Star

*Largest Weekly Farm Circulation in America.
Lowest Advertising Rate of All Farm Papers*

You Profit By Individuality

A newspaper, which for years has steadfastly pursued an individual and independent course in both advertising and news gains an individual following of independent thinking people—such a paper is

The York (York County, Pa.) Gazette and Daily

which, for example, has regularly refused certain types of advertising and rigidly censored all others. It has preserved its editorial independence and has followed the dictates of no political party.

You should be interested and communicate with .

HOWLAND & HOWLAND, INC. NATIONAL REPRESENTATIVES

New York
393 Seventh Ave.

Chicago
360 N. Michigan Ave.



New Deal in Coffee

McLaughlin's Utensil Offer Aims to Validate Flavor Story

AS marketer of Manor House coffee, which sells in the top price bracket, W. F. McLaughlin & Company have set out to bridge the gap in the quality story that lies between the package and the cup on the customer's table.

The medium is a new coffee maker which is being offered at a nominal price in conjunction with the purchase of a pound of Manor House coffee. The utensil, a patented device to which McLaughlin holds the exclusive selling rights, employs the so-called French drip method.

The terms of the combination offer are 79 cents for the coffee maker plus a can of the coffee at the prevailing price. It is distributed only through food stores and only with the coffee purchase. A unit price for the two items is not used for two reasons. In the first place, the fluctuation of the coffee market introduces a variable factor. Secondly, individual dealers may want to hold specials on the coffee.

The deal is the subject of an advertising program which began last week, employing extensive use of outdoor posters and newspaper advertising, in addition to feature displays in the stores. For the present the promotion is being carried on only in Chicago, but later may be extended into other Middle West-

ern markets wherein the company has distribution.

The coffee maker itself is made of enamelware in two tones of green. A small inscription on the inside of the lid recommends, "For best results use McLaughlin's Manor House Coffee."

The company's coffee testers tested the output of various utensils. This one having been selected, the next step was to get the reaction of consumers to it. Accordingly, several women were employed to make door to door calls and try to sell the utensil on the terms of the offer now being merchandised. It was arranged so that they could call as representatives of a neighborhood store. Fifty-two per cent of those called on were sold—with no advertising support.

The deal was merchandised to dealers as having two important advantages. It was pointed out that it would help them to trade up a substantial part of their custom from the cheaper grades of coffee to an item bearing a better profit. The second point was the profit possibilities in the coffee maker itself. The price on these to dealers is 67 cents, allowing a 12-cent profit. McLaughlin handles the utensils at cost, its sole motive being the merchandising value.

Emphasis was also placed on the fact that the whole purpose of the

deal is to help the dealer sell coffee, and not to load him up with merchandise. Each dealer was allowed to purchase as few as three coffee makers to participate in the deal.

A complete presentation carrying these points and various other details of the idea was made up for use by salesmen. They sold on an average better than 200 dealers a day, a figure which did not diminish even during the banking moratorium.

As the opening day for the deal approached, special display men were sent out to arrange island

showings in the stores. Counter cards, proofs of advertisements and pamphlets describing the use of the coffee maker were also furnished the dealer.

The advertising story is not complicated by any attempt to sell the drip process of making coffee as such. It is felt that there is a broad enough existing interest in the process to take care of that part of it. The copy concentrates on the advantages of this particular coffee maker in bringing out the quality flavor that is characteristic of the Manor House brand.

"X" Marks the Spots

WITH a larger appropriation in 1933, as compared with other years, Hall & Ruckel, Inc., is going to do its best to keep the women of the nation, when they appear in bathing suits this summer, from being mistaken for Airedales.

An "Airedale" is "a girl who has visible hair on her arms or legs."

So, "Don't be an Airedale" becomes the campaign banner for the advertising of X-Bazin in 1933.

Copy for this product has always made a great play on the letter "X," helping the consumer to recognize the depilatory. This year it will have a double part to play, marking the spot, so to speak, as it illustrates the campaign slogan.

The advertiser is going strongly after volume, has increased the size of the package, and is using

Don't be an AIREDALE



• See the movie girls of Hollywood, a girl with hair.

These girls are big to "X" an Airedale.

There is no better way to remove hair

and keep it off with X-Bazin, the efficient, reliable and safe hair remover.

Special Offer: 25¢ off regular price

when you buy a 16 oz. can.

With hair removed, it is easy to

keep it off. Use X-Bazin.

It leaves pores clean, healthy white,

smooth and hair-free—and definitely dis-

tinguished on green.

Buy one at your druggist, 5, 10, 15, 25, 35, 50, 75, 100, 125, 150, 175, 200, 225, 250, 275, 300, 325, 350, 375, 400, 425, 450, 475, 500, 525, 550, 575, 600, 625, 650, 675, 700, 725, 750, 775, 800, 825, 850, 875, 900, 925, 950, 975, 1000, 1025, 1050, 1075, 1100, 1125, 1150, 1175, 1200, 1225, 1250, 1275, 1300, 1325, 1350, 1375, 1400, 1425, 1450, 1475, 1500, 1525, 1550, 1575, 1600, 1625, 1650, 1675, 1700, 1725, 1750, 1775, 1800, 1825, 1850, 1875, 1900, 1925, 1950, 1975, 2000, 2025, 2050, 2075, 2100, 2125, 2150, 2175, 2200, 2225, 2250, 2275, 2300, 2325, 2350, 2375, 2400, 2425, 2450, 2475, 2500, 2525, 2550, 2575, 2600, 2625, 2650, 2675, 2700, 2725, 2750, 2775, 2800, 2825, 2850, 2875, 2900, 2925, 2950, 2975, 3000, 3025, 3050, 3075, 3100, 3125, 3150, 3175, 3200, 3225, 3250, 3275, 3300, 3325, 3350, 3375, 3400, 3425, 3450, 3475, 3500, 3525, 3550, 3575, 3600, 3625, 3650, 3675, 3700, 3725, 3750, 3775, 3800, 3825, 3850, 3875, 3900, 3925, 3950, 3975, 4000, 4025, 4050, 4075, 4100, 4125, 4150, 4175, 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Tooth Brushes in Grocery Stores

Match Company Takes Advantage of a Change in Distributive Methods with a New Product

By J. C. Staier

Vice-President, Ohio Match Sales Company

TO retail grocers who have been harassed not only by need for profit, but by changes in distributive methods, any new item which will guarantee them a fair profit and attract the consumer as well, is welcome today.

With this in mind, as well as the need for further diversification of products for our sales force, the Ohio Match Sales Company, maker of Ohio Blue Tip brand of matches, has announced a new line—Ohio Blue Label tooth brushes. These are to be sold by our national sales force through the grocery trade.

Tooth brushes are, when the truth is considered, a real grocery trade item, and the company is taking advantage of the slow change in distribution which has been going on for the last few years. The trend of the modern retail grocer is to invest more heavily in the profitable drug items, which have been the exclusive property of the drug store for years. The trend works both ways—the drug store has absorbed grocery items and the grocery has absorbed drug items.

What Several Surveys Have Revealed

There is also another factor which several surveys have revealed in the last few years. The housewife is increasingly looking toward her grocery store for many things for which she has shopped in other types of stores heretofore. One survey, in fact, states that the grocery store is visited many more times than any other type of store.

It is upon these facts that we have depended in making this new departure in our selling arrangements.

We feel that the sale of a tooth brush—on a nation-wide basis, a standard item at a standard price, high quality at a moderate cost—will soon popularize the item in the

channels of grocery distribution.

There is another factor which must have consideration also—the possibility of profit to the retailer and his willingness to handle an article that will guarantee this highly sought increment. A good profit is assured to wholesalers and



The display cabinet designed for the new tooth brush

retailers on the basis of the suggested resale price.

Our sales force is to do missionary work and solicit orders from the retail trade for delivery through jobbers.

The tooth brush is put up in a two-window, Cellophane wrapped and sealed individual two-color box. Twelve of these boxes are packed in a two-color, varnished display cabinet. It occupies a space of only approximately 5 by 6½ inches on the dealer's showcase. Three-color window posters are also being furnished.

Dormant Mailing Lists

OUTDOOR AMUSEMENT COMPANY
CLINTON, Mo.

Editor of PRINTERS' INK:

We have on hand a mailing list of 18,000 names, which accumulated during 1932 as a result of advertising in outdoor sports publications.

These inquiries were in the major part from individuals who received the large catalog which we are enclosing.

Our catalog for 1933, we feel is much more attractive, lists a few more items and changes in price.

We desire your opinion on the possible productiveness as to the percentage of orders that can be expected on the list dated as far back as January 1, 1932. What is the usual percentage of changes of address? This mailing, of course, will include order blank, return envelopes, etc.

T. SIDNEY HARLEY,
President.

IT is natural that dormant mailing lists should come in for serious attention these days. The names represent individuals or companies that, at some time, were considered desirable prospects. Is such a list worth working again?

Of course, as each month passes, a mailing list accumulates deadwood in the way of people who are no longer living, people who have moved, people whose circumstances have changed, etc.

These changes, even in normal times, are extremely high. Some direct-mail experts have estimated that, within three years' time, nearly 90 per cent of the names on a typical mailing list will be of no value. The figure is probably much lower for high-priced items. Those who are financially able to consider the purchase of an oil burner, for example, represent the more stable elements of our population and changes on a list of people of this character are hardly apt to run to 90 per cent even in three years' time.

* * *

Beer Account to Kastor

The Falstaff Corporation, St. Louis, has appointed the H. W. Kastor & Sons Advertising Company, to direct its advertising account.

Seymour Schiele, who has been conducting an advertising agency in St. Louis under his own name, has joined the staff of the Kastor agency as account executive.

However, the fact remains that these changes—and the pace, if anything, has been accelerated during the last few years—immediately add to the cost of the first mailing, unless advance checking is done and that means further expense.

The problem becomes one of deciding whether it would be more profitable to take money out of the advertising budget for the purpose of attempting to breathe life into old lists or to use that money in developing completely new prospects and turning them into customers. The best way to obtain an accurate answer to that is usually to conduct a test. Select a representative group from the mailing list and see what happens. Compare the figures against known results obtained from the regular advertising program. Then, instead of dealing with theory, one is dealing with facts.

An interesting experiment with this general idea was made by the International Nickel Company, in connection with Monel Metal sinks, and reported in the January, 1933 issue of PRINTERS' INK MONTHLY, "Try Reworking That Dormant List of Inquiries."

This company had in its files the names of approximately 27,000 people who had indicated an interest in the sink. The inquiries were from thirty days to eighteen months old. After a series of tests, letters were sent to a total of 18,723 names. The number of replies received was 511, with an average cost per inquiry of \$1.30—a reasonable cost. Only 8 per cent of the letters were returned as being undeliverable.—[Ed. PRINTERS' INK.]

* * *

Death of T. I. Delano

Thomas Ingalls Delano, reported to have been the first salesman to introduce Mellen's Baby Food to the trade, died last week at Marblehead, Mass. His territory at one time covered the United States. Mr. Delano, for thirty years was president of the Mellen's Food Company, Boston, of which he was a director until a few weeks ago.

HOW WELL DO YOU KNOW THE COAST



THERE ARE NOT MANY MARKETS LIKE NORTHERN CALIFORNIA!

AFTER the recent banking holiday, San Francisco banks opened 100%!

How many markets do you know that were substantial enough to come through this crisis with such an enviable record?

How many markets do you know that consistently rank so high in retail sales—in per capita spending power—in car ownership—in ALL the factors that indicate a productive field?

How many markets do you know that have as many major projects under way—projects that can compare in cost with our Golden Gate and San Francisco Bay bridges or the Sunnyvale Army and Navy air base?

How many markets do you know so vast—so rich in dollar potentiality yet so easily and completely covered with one base media?

There are not many markets like Northern California and there are few newspapers in the United States that dominate their market as does the

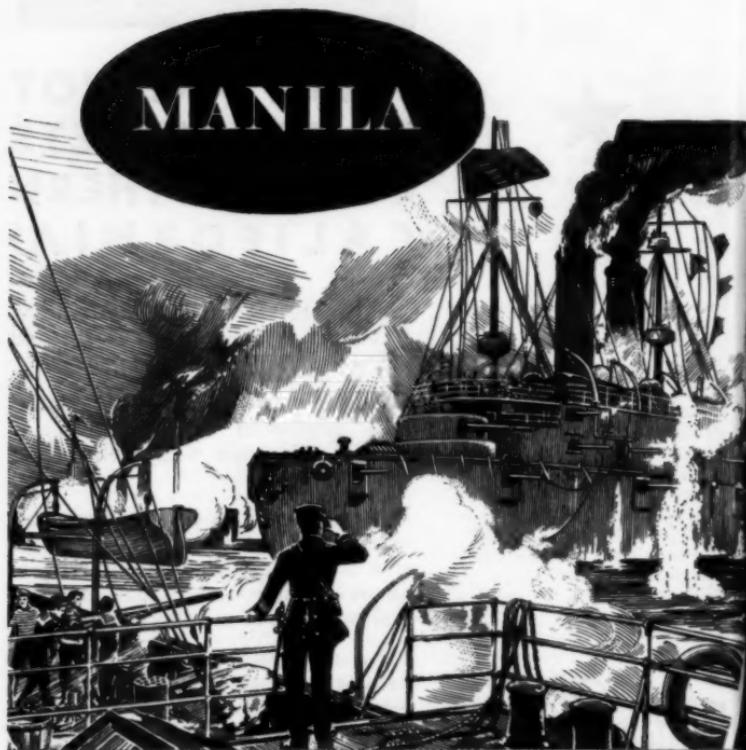
FACTS

S. F. bank accounts total over \$1,745,000,000
S. F. Per capita wealth \$4,726
S. F. Retail Sales per capita \$428
Cost of three major projects over \$110,000,000
Population S. F. Metropolitan area 1,580,700

SAN FRANCISCO EXAMINER

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

MANILA



1898. War with Spain. Pacific trade paralyzed by fear of the business enemy fleet. Dewey races 600 miles from Hong Kong to Manila...orders an immediate attack...and war in the Pacific is over. Dewey was a strategist. He thought independently and acted swiftly. And he knew that on land or sea, battles are won by those who choose a *key objective*...then mass their forces to greatest strength in *concentrated attack*.

• The depression brought at least one compensation...a return to family life. This return has *re-emphasized* the power and effectiveness of a great advertising medium...The American Magazine.

More than 1,800 families...mothers, sons and daughters...get on The American Magazine. It is here that they find a *comedy* of interest, a discussion of the new

BATTLE OF 1933

"I SEE YOU'VE PUT THE AMERICAN
MAGAZINE DOWN FOR EVEN MORE
THAN LAST YEAR."

"YES, IN 1933 WE MUST CONCEN-
TRATE ON THE FAMILY GROUP."

fear of the business leaders who will profit most substantially from
Hong Kong today's rapidly changing economic conditions are those who,
the Paolos Dewey, think independently and act swiftly. The adver-
tising appropriations of many businesses are still reduced.
leaders are what leaders in these businesses know that they can secure the
their greatest selling effect by concentrating their advertising forces
the *key objective*, the American *family*.

than 1,800 . . . fathers,
sons etc get together
America. It is here that
a *com* of interest—
on of the new circum-

stances under which they must live and work.

And it is in The American Magazine that
they find the news of those products whose
purchase is more than ever a *matter of*
family decision.

SEE NEXT PAGE

(Continued from preceding page)

That is why advertisers of 1933, who must make fewer dollars go further than ever before, are putting The American Magazine *first*.

It allows them to concentrate on their key objective... to do a *consistent all-family* job.



The American Magazine
First with all the family

THE CROWELL PUBLISHING COMPANY...NEW YORK

Roosevelt on State, Town and County Taxes

Some Thoughts from the President's Book Which Dramatize an Important Job Business Has Yet to Do

ATEST reports received by PRINTERS' INK from Washington indicate that President Roosevelt expects to reduce Federal expenditures by a much greater sum than he thought was possible when Congress gave him dictatorial authority over the budget. It now seems that his savings to the oppressed taxpayer may reach the astonishing total of a billion dollars. PRINTERS' INK hopes that advertisers, in their gratification at seeing this large part of their burdens rolling away, will not overlook another problem that will have to be conquered before business can be itself again. We refer to State, county and local taxation. To dramatize the thought, we are here presenting a portion of a chapter from Mr. Roosevelt's book, "Looking Forward." This is done by special permission from the John Day Company, publishers, and Nannine Joseph, the President's literary agent.

MY efforts to bring about the reorganization and the consolidation of departments of the national administration, for economy and efficiency in this duty, will constitute a chapter to be written in action. I hope thus to reduce the cost of the regular operations of the Federal Government by no less than 25 per cent.

But the Federal Government with its very great responsibilities to the individual citizen is not, however, all of the government in this country. I will not attempt to define here the Federal and States' rights and responsibilities. It is sufficient to say that the local government is the point of contact with the average citizen, and whatever the Federal Government may or may not do to intelligently assist his life and his future, the action of his local government is what most closely and most quickly affects him.

Local government is the instrument by which very essential action in the next few years will succeed or fail. Indifference to it is stupid, if it is not criminally negligent. Let us examine local government in this country.

The cost of government in this country, particularly that of local government, is causing considerable

concern. The aggregate expenditure of Federal, State and local government is approximately twelve or thirteen billion dollars annually. Of this sum the Federal Government spends approximately one-third, State governments about 13 per cent, leaving considerably more than one-half as the cost of local government.

Notwithstanding the influence of the World War on Federal Governmental expenditures, the ratios have existed with slight variations since 1890. It is manifest that inasmuch as the cost of local government constitutes the major portion of our aggregate tax bill, we must, if we hope for lower taxes or less rapid increase in taxes, analyze local government and see if its working may not be simplified and made less expensive for the taxpayer.

The form of local, county and town government, as we know it in most of our States, dates back to the Duke of York's Laws, enacted about 1670. The design was to meet conditions as they existed at that time. They were continued by the American States after the Revolutionary War. It is astonishing how few changes have been made in their form since the formation of the nation. We

may assume that at the time of their adoption they were suited for the conditions of the period.

There were no steamboats, railroads, telephones, telegraphs, motor vehicles or good roads in existence. Means of transportation and communication were meager. The swiftest means of travel and of communication were the saddle horse, the stage coach and the canal. Sometimes we hear the past referred to as the "horse and buggy age." Perhaps it would be more accurate to describe the time of the organization of our local governments as the "ox-cart age."

Most People Worked the Soil

We had no urban centers—only a few overgrown villages. Our population was almost exclusively rural. In those days at least eight out of ten workers obtained a living by tilling the soil. The people lived in small territorial groups and led local community lives. They subsisted almost entirely on the things which they produced or which were produced by others in their own locality. A town form of government was the natural form. It suited the conditions of the times.

Moreover, the need for governmental service was not extensive. Trails met any need of the limited intercommunity travel where expensive motor routes are now necessary. There might be a village pump, but otherwise each citizen took care of his own water supply, and drainage and garbage disposal were family concerns. At first, police and fire protection were not considered municipal functions. Every community made provisions for its own poor. An education in the three R's was deemed sufficient for the average child.

It is not necessary to draw the comparison between those times and today, but there is a particular instability apparent today which renders the old forms of local government more obsolete than they self-evidently are. This is the fact that our population has become, in greater and greater part, transient.

We follow the call of industry,

of ambition and of whim from community to community and from State to State. It is not only in the newer regions of America that the old resident may find himself in the minority. The personnel and even the character of the population in any village in any one of our older States may change within a few years of rapidly shifting groups whose members are units in a national economic and social scheme rather than fixed residents of any community. * * *

There is no real need for so many overlapping units of government.

There is excuse but no necessity for the vast army of useless officials we are carrying upon our backs. Let me give a few simple facts.

In county and town governments alone in New York State, leaving out incorporated cities and villages altogether, there are about fifteen thousand officials, most of whom are elective and have constitutional status. These include in the counties chiefly county judges, sheriffs, surrogates, county clerks, registrars, district attorneys, coroners, county attorneys, and commissioners of welfare; and in the towns, supervisors, town clerks, justices of the peace, assessors, town collectors, highway superintendents, constables, and welfare officers.

"The Regular Army of Occupation"

These paid officers, with minor exceptions, are found in all counties and towns. They constitute what may be called the regular Army of Occupation. But besides this army of occupation there is an even greater corps of what I would call the Home Guards, paid and unpaid, part and whole time, elective and appointive, representing the police, light, fire, sewer, sidewalk, water, and other local improvement districts and the school districts with their boards, superintendents, clerks, and teachers. * * *

The excessive cost of local government can most effectively be reduced by simplifying the local

from from in the at the self in I and population of our within a shifting units social residents or so govern- lessity offi- in our simple ments having villages fifteen whom national coun- sheriffs, regis- pons, commis- in the clerks, sors, perin- welfare

minor coun- stitute regular sides re is at I paid time, sent- never, local the ards, each-

gov- be local

governmental organization and structure and reallocating the responsibility for performing various services, according to a logical analysis rather than by accident or by tradition. We must consider each service and decide what administrative unit and what size unit can most effectively and economically perform that service. The smaller units of rural government are so unequal in wealth that some are unable to maintain satisfactory roads and schools even with excessively high tax rates, while others with low rates are able to spend generously and even extravagantly.

All overlapping of local jurisdictions should be abolished. One or two layers of local government subordinate to the sovereignty of the State is adequate and we ought seriously to undertake the radical reorganization and reallocation of functions necessary to accomplish the elimination of others. ***

Democracy's Challenge Today

We heard a great deal during the Great War about the challenge to democracy and I think it was a good thing for our complacency to learn that democracy was being challenged. But democracy is being challenged today just as forcibly if not as clamorously. The challenge is from all who complain about the inefficiency, the stupidity and the expense of government.

It may be read in the statistics of crime and in the ugliness of many of our communities. It is expressed in all the newspaper ac-

counts of official graft and blundering. It is written in our tax rules and even in the patriotic-seeming text books that our children study in the schools.

It looms large on election day when voters see before them long lists of names of men and women of whom they have never heard to be voted upon as candidates for salaried offices of whose duties and functions the voter has but the haziest impression.

A Task That Still Exists

The men who addressed themselves to the task of laying the framework of our National Government after freedom had been won, wrote down in enduring words that their aim was to form "a more perfect union." In writing that ideal into the preamble of the Constitution of the United States, I think they set a task for us as well as for themselves.

They were forming a new government suited, as they believed, to the conditions of their day, but they were wise enough to look into the future and to recognize that the conditions of life and the demands upon government were bound to change as they had been changing through ages past, and so the plan of government that they had prepared was made, not rigid but flexible—adapted to change and progress.

We cannot call ourselves either wise or patriotic if we seek to escape the responsibility of remolding government to make it more serviceable to all the people and more responsive to modern needs.



Ford Dealers Advertise

Twenty-one Ford dealers located in the Southern counties of New York are jointly financing a co-operative farm-paper campaign. Each dealer is contributing \$2 semi-weekly for twenty half-page insertions which list the names and addresses of participating dealers.

Leaves Swift

After thirty-seven years of service, M. H. Middaugh has resigned as manager of the branch house sales department of Swift & Company, Chicago.

Gets Brewery Account

The United States Brewing Company, Chicago, producer of Rheingold, Savoy Special, Lowen Brau and New Life Malt Tonic brews, has placed its advertising account with Reincke-Ellis-Younggreen & Finn, advertising agency of that city.

Form Engelmore-Marks

Irwin Engelmore and Robert M. Marks have started an advertising business at 37 East 18th Street, New York, under the name of Engelmore-Marks.

Chain-Store Sales for February

| Company | Feb. 1933 | Feb. 1932 | % Chge. | 2 Months 1933 | 2 Months 1932 | % Chge. |
|----------------------|--------------|--------------|------------|------------------|------------------|------------|
| Gt. At. & Pac. (a) | \$61,102,151 | \$69,868,307 | -12.6 | \$118,337,645 | \$138,834,757 | -14.7 |
| F. W. Woolworth.. | 16,245,003 | 18,793,647 | -13.5 | 32,089,687 | 36,785,209 | -12.7 |
| *Sears, Roebuck (a) | 15,826,847 | 19,647,639 | -19.4 | 31,488,464 | 38,656,088 | -18.5 |
| Safeway Stores (a) | 15,375,857 | 18,130,501 | -15.1 | 30,371,712 | 36,690,814 | -17.2 |
| Kroger G. & B. (a) | 14,842,437 | 16,747,226 | -11.3 | 29,470,580 | 33,414,280 | -11.8 |
| *Montgomery Ward (a) | 10,113,826 | 11,963,366 | -15.4 | 20,213,975 | 23,991,420 | -15.7 |
| J. C. Penney | 8,459,751 | 9,589,818 | -11.7 | 17,149,128 | 18,875,396 | -9.1 |
| S. S. Kresge | 8,053,868 | 9,080,214 | -11.3 | 15,760,257 | 17,925,608 | -12.0 |
| First National (a) | 7,187,023 | 7,853,899 | -8.4 | 14,397,942 | 15,568,557 | -7.5 |
| National Tea (a).. | 4,650,848 | 5,169,555 | -10.0 | 9,578,973 | 10,916,982 | -12.2 |
| W. T. Grant | 4,490,728 | 4,836,950 | -7.1 | 8,763,607 | 9,331,509 | -6.0 |
| S. H. Kress | 3,895,802 | 4,697,867 | -17.1 | 7,808,785 | 8,971,851 | -13.0 |
| Walgreen Co. | 3,248,414 | 3,975,117 | -18.3 | 6,913,378 | 8,192,706 | -15.6 |
| H. C. Bohack (a) | 2,209,143 | 2,588,239 | -14.6 | 4,370,708 | 5,146,489 | -15.0 |
| J. J. Newberry ... | 1,978,952 | 2,003,099 | -1.2 | 3,861,061 | 3,842,042 | + 0.5 |
| Grand Union (b).. | 1,952,713 | 2,292,347 | -14.8 | 4,335,649 | 5,299,253 | -18.1 |
| Dominion Stores (a) | 1,501,638 | 1,857,574 | -19.1 | 2,899,904 | 3,607,505 | -19.6 |
| G. C. Murphy ... | 1,222,989 | 1,221,402 | + 0.1 | 2,352,565 | 2,332,195 | + 0.8 |
| Lerner Stores | 1,205,445 | 1,449,019 | -16.8 | 2,354,567 | 2,854,081 | -17.5 |
| Peoples Drug Stores | 1,185,278 | 1,354,024 | -12.4 | 2,495,891 | 2,734,646 | -8.7 |
| Melville Shoe (c) | 1,017,182 | 1,342,244 | -24.2 | 2,078,096 | 2,736,960 | -24.1 |
| Interstate Dept. .. | 902,753 | 1,140,809 | -20.9 | 1,779,054 | 2,190,921 | -18.7 |
| Neisner Bros. | 831,410 | 910,258 | -8.6 | 1,624,458 | 1,753,276 | -7.3 |
| Jewel Tea (a) | 772,531 | 892,604 | -13.4 | 1,545,417 | 1,792,529 | -13.7 |
| Lane Bryant | 670,330 | 869,204 | -22.9 | 1,474,591 | 1,818,847 | -18.9 |
| Western Auto S'ply | 651,400 | 572,009 | +13.8 | 1,318,263 | 1,212,208 | + 8.7 |
| Winn & Lovett (a) | 374,737 | 411,727 | -9.0 | 747,413 | 826,861 | -9.6 |
| Schiff Co. (a) | 441,935 | 510,345 | -13.4 | 799,365 | 945,660 | -15.4 |
| Exchange Buffet .. | 270,463 | 371,874 | -27.2 | 593,153 | 786,009 | -24.5 |

*Includes both chain and mail-order sales.

(a)—4 wks. and 8 wks. ended Feb. 25.
(b)—4 wks. and 9 wks. ended Mar. 4.

(c)—4 wks. and 8 wks. ended Feb. 18.

NUMBER OF STORES IN OPERATION

| | END OF FEBRUARY 1933 | 1932 | | END OF FEBRUARY 1933 | 1932 |
|----------------------|-------------------------|---------------------------------|-----------------------|-------------------------|------|
| Kroger Grocery | 4,707 | 4,874 | S. H. Kress | 232 | 225 |
| J. C. Penney | 1,473 | 1,460 | G. C. Murphy | 177 | 171 |
| S. S. Kresge | 718 | 712 | Peoples Drug | 116 | 123 |
| Melville Shoe | 505 | 473 | Neisner Bros. | 79 | 78 |
| W. T. Grant | 449 | 406 | Exchange Buffet | 33 | 35 |
| Jewel Tea | 1,342 | routes and 86 stores (1933) | | | |
| | 1,336 | " " " " (1932) | | | |
| Safeway | 3,354 | stores and 2,039 markets (1933) | | | |
| | 3,527 | " " 2,059 " (1932) | | | |

February sales of The Great Atlantic & Pacific Tea Company expressed in tons, were estimated as 406,156 this year, compared with 412,811 in February, 1932. This is a decrease in quantity of merchandise sold of 6,655 tons, or 1.61 per cent. Average weekly sales in February were \$15,275,538, compared with \$17,467,077 in 1932, a decrease of \$2,191,539. Average weekly tonnage sales were 101,539, compared with 103,203 in February, 1932, a decrease of 1,664 tons.

National Tea Company reports the number of stores in operation declined from 1,497 to 1,385 as a result of the closing of stores which for various reasons had become unprofitable.

New Design Opens New Outlets

Direct Mail and Business-Paper Campaigns Dramatize Story Back of New Gas Range

%
Chge.
-14.7
-12.7
-18.5
-17.2
-11.8
-15.7
-9.1
-12.0
-7.5
-12.2
-6.0
-13.0
-15.6
-15.0
-0.5
-18.1
-19.6
-0.8
-17.5
-8.7
-24.1
-18.7
-7.3
-13.7
-18.9
-8.7
-9.6
-15.4
-24.5

STYLE and design have become far more than sales arguments; they are necessities.

This is borne out by the experiences of the Standard Gas Equipment Corporation, New York, with a departure in the design of its gas ranges. Redesign has proved to be a revitalizer for this company and has created a new interest among its selling force. More important, it has developed new outlets for the SGE range and has awakened a new interest on the part of old dealers as well.

Previously this company's ranges had been designed by engineers whose emphasis naturally was on performance rather than appearance. But performance has been developed to a high degree by many gas range manufacturers. Without any outstanding selling point to recommend it, utilities and other outlets are loathe to devote floor space to just another make of range.

Faced with the necessity of opening new outlets, Standard Gas decided that something of a dra-

matic nature had to be done to lift its product out of the competitive rut.

Following an investigation made among 1,200 representative women users, a new range was designed, built up from the basic utility and purpose of a gas range. Unnecessary outer appendages were eliminated, making it easy to use and to keep clean. It was found that changes of the exterior, aimed at beauty, at the same time made interior improvements possible. A stoopless broiler, Seal-tite doors and accessible insulation were some of the engineering contributions that followed the move to beautify the outer design.

The final result was a line of ranges that the company thought should be a stimulant to sales and should open up the new outlets it desired. The question was: How to dramatize these new ranges so that dealers would realize their sales possibilities?

A five-piece direct-mail campaign, in color, was created to reflect by its own attractiveness the beauty of



The inside spread of the second direct-mail piece, showing the new design of the stove

the new line. The pieces were sent out beginning on January 3 at about ten-day intervals.

The first piece was a folder, about 10½ by 12 inches, reproducing in soft colors on a white background various designs created by Norman Bel Geddes, who designed the new stove. It was essentially a teaser piece devoted to playing up the designer and creating atmosphere for what was to come. "An introduction to Norman Bel Geddes" was the heading. Toward the end it was told that he had designed a new range for SGE, further details of which would be supplied in the next piece.

The second piece carried the message: "Here Is the Modern Gas Range Designed by Norman Bel Geddes to Meet Today's Competition" and showed a large photograph of the range. It still played up the designer and still sold the design as a major factor.

Not until the third folder in the series, which was entitled "A Revitalizer for the Gas Range Business," were the features of the new model actually described in detail. This piece, however, got down to brass tacks and talked about the range in terms of the "big six" ways in which it meant more business for the dealer.

This piece pointed out that the new models meant (1) new accounts; (2) increased store traffic

through the eye appeal of the new ranges; (3) better price level; (4) stronger buying urge since it was a quality product; (5) increased major appliance sales, since the purchase of one of the new ranges would make the housewife want to bring the rest of the kitchen up to date and (6) a major-merchandise profit for the dealer.

The fourth piece was smaller, showing a runner in a race and called "Pace Setter for a Big Gas Range Future." This summarized the story of the new range and made a direct bid for dealers to investigate.

The last piece again took up the design story, "This Modern Style Will Sell This Modern Product in This Modern Market."

A follow-up business-paper campaign kept the message alive while salesmen were contacting those who received the mail campaign.

"The response to the mailing has been definite," states A. W. Humm, sales promotion manager. "We have had responses from channels which we have never been able to open up before and the new design has also re-awakened the interest of our present dealers and utilities. One of the encouraging facts is to notice that dealers now seem to be getting away from the price angle and seem aware of a trend toward quality merchandise and style on the part of the housewife."

Co-operate in New Sales Service

Under the name of the National Sales Board, with headquarters at 176 West Wisconsin Avenue, Milwaukee, a number of employment agencies are co-operating in providing personnel for sales and distribution work. It arranges, whether on commission or salary basis, to provide district sales managers, crew managers, and salesmen. No fee is charged employers for salaried placements, but a fee is charged for commission positions, plus an overwriting on a man's income over a definite period.

Lockwood Joins Brewery

W. S. Lockwood, for many years advertising manager of the Johns-Manville Corporation, New York, is now with the Kings Brewery, Brooklyn, N. Y., in a similar capacity. An agency will shortly be appointed.

Win Awards in Newspaper Promotion Contest

The New York *Daily News* was awarded a silver cup and plaque as first prize in a newspaper promotion contest, sponsored by *Editor & Publisher*. This award was in recognition of all-around achievement, with a certificate of honorable mention going to the New York *Herald Tribune* for second place.

Winners of certificates in various classifications of promotional work included: Westchester County Newspapers, Inc., Chicago *Daily News*, New York *Sun*, Birmingham *News* and *Age-Herald*, Philadelphia *Bulletin*, Milwaukee *Journal*, Detroit *Free Press*, New York *American* and the E. Katz Special Advertising Agency.

The jury which passed on the awards included: Ralph Starr Butler, Frank Prebrey, Wilfred W. Fry, William H. Johns, William C. Esty, Frank G. Hubbard, Sheldon R. Coons, Stuart H. Peabody and Joseph H. Appel.

Our New Quarters

New York
500 FIFTH AVENUE
22nd Floor

Chicago
333 NORTH MICHIGAN AVENUE
Entire 29th Floor

THE
CHRISTIAN SCIENCE MONITOR
An International Daily Newspaper

Published by The Christian Science Publishing Society
Boston, Massachusetts

*Other Branch Offices: Detroit, St. Louis, Kansas City, San Francisco,
Los Angeles, Seattle, Miami . . . London, Paris, Berlin, Florence*

CHAIN BELT COMPANY

MANUFACTURERS REX CHAIN - REX CONCRETE MIXERS
REX SPROCKETS - REX TRAVELING WATER SCREENS
REX ELEVATORS AND REX CONVEYORS. ESTABLISHED 1888

MILWAUKEE, WIS. March 27, 1933

Mr. W. T. Chevalier
Publishing Director
Engineering News-Record
New York, N. Y.

Dear Mr. Chevalier:

We have had occasion to test the advertising value of Engineering News-Record several times. In some instances these tests have been made under the adverse business conditions of recent years.

One of the most striking demonstrations of your publication's worth to advertisers occurred only a few weeks ago. Our new "Rex Pumpcrete", which moves concrete by pipeline to form 75 feet high or 500 feet distant horizontally, was described in a page ad in the February 1st Engineering News-Record. For the rest of the month our Milwaukee and New York offices were fairly swamped with letters and telegrams asking for prices and further details. Our engineering sales department is following these leads actively and is converting the interest into orders.

An interesting sidelight to all this is the fact that although our New York office was not listed in this particular advertisement, many eastern engineers and contractors turned for immediate information to the New York office.

Results like these at this time convince us that the big men in the country's largest contracting organizations read the advertising pages of Engineering News-Record.

Sincerely,
B. F. Devine
Sales Manager.

The advertising of the Chain Belt Company is handled by The Beck Company, Chicago and Philadelphia advertising agents.

ONE AD . . . IN ONE PUBLICATION . . . and

CHAIN BELT OFFICES FLOODED . . . WITH SALES LEADS

What does it mean? That the engineering-construction industry is primed for business resumption—

That new methods and equipment have a preferred claim on the interest of the field—

That advertising is being studied avidly . . . for help . . . by the biggest men in the industry.

ENGINEERING NEWS-RECORD

A McGRAW-HILL Publication

330 West 42nd Street . . . New York

Thirteen Months

More Than 400 Companies Are Now Using the New Calendar

DEPARTMENT OF COMMERCE
WASHINGTON, D. C.

Editor of PRINTERS' INK:

Have you any list of business concerns in the United States which are using the thirteen-month year plan in the conduct of their business?

F. S. WILSON,
Chief, Business Information Section, Marketing Service Division.

THREE are at the present time more than 400 companies using the thirteen-month business calendar. A list of these is obtainable from the International Fixed Calendar League, 343 State Street, Rochester, N. Y.

More a system of bookkeeping than an actual calendar, the advantages to the concern using it may be briefly summed up as follows: Since the business year is divided into thirteen periods of four weeks each, each period is exactly alike in its number of week days.

The present calendar used in daily life causes distortions in comparative statistical reports and in profit and loss statements. This is due, of course, to fractional parts of weeks and the incessantly changing number of Sundays, Saturdays and other days of special business value in the months of the regular calendar. These distortions are eliminated under the so-called thirteen-month business calendar.

Each period, therefore, is more truly comparable with its corresponding period of a year previous, an advantage which becomes particularly important at a time like this when some people are again starting to show gains over last year. By the thirteen-month method past performances can be more accurately measured, true trends can be determined without adjustment to allow for the irregularities of the present calendar. Costs can be more accurately checked and sales more accurately followed. When the employees are paid on the thirteen-month basis, confusion caused by five pay-rolls in some months and four pay-rolls in others is eliminated.

To sum up, a business can be more closely controlled when this calendar is used in the bookkeeping department.

The late George Eastman, one of the leaders in calendar reform, used to say that Julius Caesar, Augustus Caesar and other ancients who changed the calendars to suit their whims, were not good business men. They could never have realized, for example, that by creating a "wandering Easter" they would cut down the volume of retail trade. Sometimes when Easter comes early, loss of trade and unemployment are caused in the clothing and shoe industries. Mr. Eastman was a great booster for the Cotsworth Calendar of thirteen standard months of twenty-eight days each, the extra month being inserted between June and July.

When the American Management Association conducted a survey of the experience of the thirteen-period calendar users, the conclusions were to this effect:

"The only disadvantage which we see in the thirteen-month calendar is having two calendars, one for business and one used in general life. This would disappear should the thirteen-period calendar be adopted universally as a livable measure of time."

Taking Care of the Extra Days

Under the present system the original Cotsworth Calendar has been changed to make it possible to take care of the extra days in three various ways:

(a) Let the extra days accumulate until they amount to a week and then insert a week every five or six years in one of the thirteen periods. Whether it should be inserted during the fifth or sixth year depends upon how many leap years intervene. This means that on these occasions, one period will have five weeks and allowance will have to be made for this in comparative statements.

(b) Include the extra day, or two days in leap years, in the thirteenth period. This period would not be exactly comparable with the other periods, but there would be a difference of only one-twenty-eighth in ordinary years, and one-fourteenth in leap years.

(c) The third method used by some companies which do no business on New Year's Day, is to exclude New Year's Day, adding only Leap Day to their calendar in leap years. In this case the calendar always begins on January 2.

Sears, Roebuck & Company began using the thirteen-period calendar January 2, 1930. It adopted method C. The Eastman Kodak Company began using it January

1, 1928, a year that began on Sunday. It adopted method A. One of the users of method B is the Hotel New Yorker which has used it since January 1, 1930.

Upon the adoption of this system as a perpetual public calendar of thirteen equal months, the extra days would be taken care of by giving them the non-weekday names of Year Day and Leap Day and observing them as business holidays. This change would result in every year perpetually beginning on Sunday. Monthly closing dates would then always fall on Saturday, or, should the five-day work week come into general use, the closing date would always be Friday.—[Ed. PRINTERS' INK.]

Oklahoma City Club Elects

H. Paul Hoheisel, advertising manager of the Oklahoma Gas & Electric Company, has been elected president of the Oklahoma City Advertising Club. John E. Wolf was elected vice-president.

Directors include: Beatrice Foote, Ray K. Glenn, James Andrews, Joseph Schlegel, H. W. Terry, and Harry Halsell, retiring president.

With San Francisco "Examiner"

A. R. Jonsen has been appointed director of marketing of the San Francisco *Examiner*. At one time retail manager of the Public Food Stores, he resigned that position to join the advertising staff of the *Examiner*. More recently he has been with the Borden Sales Company.

• • • this is a
studio photograph of
Eddie Bost and
Gabriel Camel—two
bright young lads who decided to
go into partnership.

They were introduced, one day, by
mutual friend Toothbrush Tony.

The complete story of their exciting
venture is presented in the April
issue of Pennypopper—a quaint
little house magazine we publish
every now and then.

If you'd like a copy—simply write
for it (on your business stationery)

eramer-tobias - -
333 W. 52 St., new york

Firestone Renews His Fight on Private-Brand Tires

Says Manufacturers Who Sell in Competition with Their Own Standard Brands Are Undermining the Industry

HERE are two letters which Harvey S. Firestone, chairman of the Firestone Tire and Rubber Company, has recently written clarifying and defending his position in the tire industry. There has been much fighting in this strongly competitive market and critics have hammered Mr. Firestone quite severely. PRINTERS' INK hasn't a thing to say as to the merits of the controversy. But as a matter of wide interest which has a broad application to the general merchandising situation, we are here presenting Mr. Firestone's two letters—one written to the stockholders of his company and the other to Firestone district managers and salesmen.

To the Stockholders:

THERE has been much said, written and portrayed by cartoons to promote the thought that there is a feeling of animosity between myself and the presidents of the other three large tire companies. This I wish to refute. I have no personal feeling against any of them and I do not believe they have any personal feeling against me, for we often meet socially and are on the most friendly terms. In Akron our co-operation on manufacturing problems, civic matters and welfare work has been most cordial and constructive.

There is one fundamental principle in the merchandising and distribution of goods on which we cannot agree with them, that is, the manufacture of special-brand tires at discriminatory prices for others to sell in competition with their own standard-brand tires. Experience has proven that any company or industry that pursues such a policy comes to grief.

I am enclosing a copy of the latest "Firestone Dealer" magazine in which has been reprinted a letter I recently wrote to our district managers and salesmen, as well as a statement sent out by the company to tire dealers several weeks ago on how dealers could help raise tire prices. These explain what we are doing to protect our distribution system and standard-line tires

in the market against the inroads of special brand competition.

The three other large tire companies have just announced a new policy under which they say they will eliminate two of the four lines of tires of their own brand. They emphasize the beneficial results to be expected from the elimination of the third and fourth line of tires bearing their own name. No one will deny the advantages of simplification of lines, but it is difficult for us to understand why they eliminated the particular lines which the independent tire dealer needs to compete against special-brand tires and retained the multitude of special-brand lines which are serious competition for their own dealers.

I am sure you will be interested in a summary showing the brands of tires manufactured by Firestone and the brands manufactured by our three large competitors.

This new policy abandons the principle of keeping the independent tire dealer competitive in price with special-brand tires sold by mail-order houses and other distributors.

It is impossible for me to understand why these three large companies persist in backing their special brand distributors without regard for their own profits or without regard for their dealers. It is true they get large production

STANDARD AND SPECIAL BRAND TIRES

| Name of Manufacturer | Names of Tire Lines |
|---------------------------------|---|
| Firestone Tire & Rubber Company | Firestone High Speed Firestone Oldfield Type |
| Goodyear Tire & Rubber Company | Goodyear All Weather Goodyear Pathfinder Goodyear Speedway [*] Goodyear Reliance [*] All State Companion Dearborn Marathon |
| B. F. Goodrich Company | Goodrich Silvertown Goodrich Cavalier Goodrich Commander [*] Goodrich Chieftain [*] Atlas Diamond Super Service Diamond Standard Brunswick Super Service Brunswick Standard |
| United States Rubber Company | U. S. Royal U. S. Peerless U. S. Guard [*] Riverside De Luxe Mate Rambler Trail Blazer G & J Stalwart G & J Endurance G & J Bix Six Surety |
| | Hood White Arrow Hood Red Arrow Miller Geared to Road Miller Standard Defiance Gorilla Cunningham Paramount Cornell |

^{*}New policy provides discontinuance.

volume by the manufacture of special-brand tires, but I am confident they sustain a loss on this business.

The new policy just announced by our competitors gives to the mail-order houses the position which they have been seeking for several years, namely, public recognition that their lines and grades of tires are of equal quality and construction to the nationally advertised standard lines and grades of tires, and a consumer price 10 per cent lower than the dealer's price to the consumer on standard-brand tires, thus getting away from the Firestone policy, which was followed by some of the other manufacturers, of having lines and grades of tires for our dealers equal in price, quality and construction to their special-brand tires.

In order for these three companies to give the mail-order houses this new policy it was necessary for them to make radical reductions of 20 per cent to 27½ per cent from their former list prices. As each of these three companies showed a deficit in 1932 and this

reduction creates further substantial losses which those associated with the industry, stockholders and employees alike, can so ill afford to sustain, we sincerely hope every effort will be made to correct the situation. Otherwise, many tire manufacturers and tire dealers cannot succeed.

* * *

To District Managers and Salesmen:

I do not believe that all of our district managers and salesmen have given serious thought to, or fully understand, the fundamental reasons for the unsound and chaotic conditions in the tire industry. Therefore, you have not been able to present them to tire dealers so that they fully appreciate the efforts Firestone has made to correct these unsound conditions.

I will give you a little history that you may more fully understand conditions yourself and be able to make it clear to your dealers that it is not just a fight between Firestone, the mail-order

houses and their suppliers, but it is a fight in which every tire dealer handling standard-brand tires is equally interested with Firestone to have a fair deal from mail-order houses and their suppliers. I am sure these manufacturers will agree that it is not fair to ask their dealers to try to collect 25 per cent more from consumers than the mail-order houses which advertise and claim the same grade and quality of tire, and their suppliers do not deny it.

In 1926, one of the large tire manufacturers made a contract with a mail-order house to supply it with special-brand tires. By 1929 other large manufacturers had made contracts to manufacture special-brand tires, and it seemed evident to us that some of these manufacturers believed that the manufacture of special-brand tires for distribution through mail-order houses and others was a form of distribution that would bring them a very large volume of business and that it would not interfere with the distribution of their standard lines through dealers, and were backing this form of distribution by selling these special-brand distributors at discriminatory prices. In doing so, they made it impossible for their own dealers handling their standard lines of tires to continue to successfully compete with these special-brand distributors.

The Start of the One-Stop Service Stores

History shows that any company or industry that has adopted this policy has been brought to grief, and we knew if we were to save the Firestone Company's distributing system through tire dealers it would be necessary for us to organize for it. We decided to issue and sell \$60,000,000 of preferred stock, which we did, and proceeded to establish with our dealers One-Stop Service Stores which would not only handle and service tires, tubes and tire accessories, but gasoline, oils and other automotive accessories. We also started the manufacture of batteries, spark plugs, brake linings, and other ac-

cessories in our own factories for distribution through our Service Dealers and Service Stores.

In 1930 we developed and brought out for our dealers and stores a line of tires comparable in construction, quality and price to the special-brand tires sold by other large manufacturers to mail-order houses. We advertised these and compared them with the special-brand mail-order tires and sent to all of our dealers sample sections of these tires so that they could show them and make comparisons for their customers, verifying our advertised statements.

An Unprecedented Protest

This policy and our advertisements brought an unprecedented protest against Firestone for unfair advertising. The two mail-order houses made complaints to Better Business Bureaus throughout the country and the National Better Business Bureau called a meeting of the tire industry and these two mail-order houses. This meeting was dominated by the mail-order houses and their suppliers. They adopted "terms" to be used in advertising, which were designed to back mail-order house advertising and to discredit Firestone advertising and to prevent us from disclosing the facts. They circulated these self-adopted "terms," of which there were ten, throughout the country to newspapers, magazines, etc., and there were times when certain newspapers, magazines and farm papers would not accept our advertising—due partly, we understand, to the threat that the advertising of the mail-order houses would be withdrawn if they accepted Firestone advertising. They also filed complaint with the Federal Trade Commission and one of them advertised that it had done so.

These tactics did not bring the results they had anticipated and their next move was to have their manufacturers design new lines of tires for them and bring out new lower prices, even though the tires actually cost them more than their old line of tires. This made it nec-

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**A.B.C. Reports offer you
prospects *on paper . . . possible prospects. . . .***

**The Women's Screen Guild
offers you prospects *in person—guaranteed prospects. . . .***

**What you pay for A.B.C.
prospects, no one in this
world or the next can tell
you. . . .**

***What you pay for Women's
Screen Guild prospects is less
than the price of a postage
stamp per person who actually
hears and sees your product
demonstrated!***

**This is the one merchandising plan made to order
for the times.**

**We'd like to tell you
about it.**

The Women's Screen Guild, Inc.

205 East 42nd Street

New York

Telephone MUrray Hill 4-3440

essary for Firestone to bring out new lines of comparable quality and construction for our dealers and service stores, to enable them to compete.

The mail-order houses' latest attack was to bring out their spring and summer catalogs, with tire prices 5 per cent under the dealer's list price and 5 per cent under their own advertised store prices. When we brought out new list prices on February 1 to meet their prices and to put our highest grade standard line more nearly in relation to costs and prices of our tires comparable to special-brand lines, by narrowing the differential 5 per cent, we were immediately attacked by the manufacturers of special-brand tires as cutting prices and the mail-order houses again reduced their prices 5 per cent below our list prices.

Tire prices were already too low, and the 1932 annual statements of the two large mail-order houses and the three large manufacturers of special-brand tires show this. They did hundreds of millions of dollars of business in 1932, yet each lost money running into millions of dollars. I cannot understand their motive or objective unless it is to kill off tire dealers who handle standard-brand lines.

You will be interested to know that the total replacement sales for the entire industry in 1932 were about 33,000,000 tires and it is estimated 20 per cent of the replacement business went to the special-

brand tires, or around 6,500,000 tires.

In the March issue of the "Firestone Dealer" we made a statement which explains our position on price-cutting and asks for tire dealers' and tire associations' help to get tire prices raised. I am sure every tire dealer, if he understands the conditions and what is ruining his business, will rise up in protest, and if he does not get relief from the price-cutting by the special-brand distributors, he will join with Firestone and get the benefit of our complete line and build his business on a firm foundation. As you know, 9,462 dealers joined with us last year and many of them—even in the chaotic conditions—increased their business and made a profit.

It is very important that you present the situation in an understandable way to your dealers who are no doubt now being offered special discounts as well as discontinued and obsolete designs and seconds at low prices. These are at best temporary expedients which weaken the dealer and his organization by getting them in the habit of selling at cut prices and upset the whole tire industry generally.

I am sure that any good sound-thinking dealer who will take time to look into the situation and know the policies and records of Firestone will quickly realize that his interests and the future of his business will be best served by joining Firestone.

To Advertise Oysters

Organization of the Louisiana Oyster Exchange as a means of developing better production methods and a wider distribution, especially in markets of the Middle West, was completed at a meeting recently at New Orleans of oyster fishermen, canners, dealers and shippers.

Alfred D. Danzinger was elected president and Walter C. Dwyer, secretary of the Exchange.

A market survey is being conducted as a preliminary to plans for national advertising.

With Jacksonville "American"

John Othen, for twenty years advertising manager of the Jacksonville, Fla., *Journal*, is now with the Jacksonville *American*, a weekly, as business and advertising manager and secretary and treasurer of the publishing company.

Texarkana Papers Sold

The Texarkana, Ark., *Gazette* and *Daily News* have been sold by D. W. Stevick to C. M. Conway, C. E. Palmer, J. A. McDermott and Henry Humphrey. Mr. Conway is a Texarkana businessman, Mr. Palmer, former publisher of the Texarkana *Four States Press*, now publishes four Arkansas newspapers. Mr. McDermott and Mr. Humphrey were associated with the *Gazette* throughout its ownership by Mr. Stevick, who also publishes the Champaign, Ill., *News-Gazette*.

E. P. Nesbitt Joins Staff

E. P. Nesbitt, for many years executive vice-president of Critchfield & Company, Chicago, has joined Reincke-Ellis-Younggreen & Finn, advertising agency of that city, as an officer of the company.

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Dismisses Testimonial Complaints

THE Federal Trade Commission formally has dismissed its complaints against Standard Brands, Inc., and its subsidiaries for use of testimonials which, it was claimed, involved unfair methods of competition.

Legal counsel for these companies participated as a friend of the Court in the case tried against the Northam Warren Corporation and reported in *PRINTERS' INK* of June 9, 1932. In that case the Commission endeavored to force Northam Warren to include in its testimonial advertising the statement that payments had been made to people giving these testimonials.

The United States Circuit Court of Appeals for the Second District, held that in the absence of evidence to the effect that the statements were untrue, the Commission was without jurisdiction.

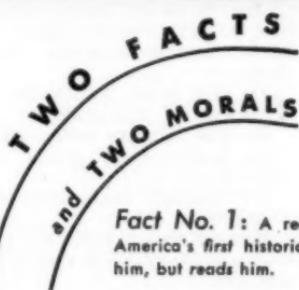
The complaints against Fleischmann and Chase & Sanborn hinged on the same principle. There was

one element present that was not present in the Northam Warren complaint. This centered around the claim that people were dressed to be what they were not.

As a specific instance it was claimed that a young man photographed as a hockey player was not a hockey player. No evidence has ever been taken by the Commission on this subject and the fact that the complaint is dismissed might be taken to support the conclusion that no such evidence was available.

Business Papers to Be Sold

Myron F. Hobbs & Company, Inc., New York, has been authorized to offer for sale *Radio-Television Retailer & Jobber*, which suspended publication in January and *Packaging Record*, which suspended in March. Receipts from the sale of the publications will be applied in reduction of the obligation of the present owners of the publications, MacAttamany Publications, Inc., and *Packaging Record*, Inc., respectively.



Fact No. 1: A reader reads James Truslow Adams, America's first historian, and either likes him or dislikes him, but reads him.

Fact No. 2: A reader reads Ernest Hemingway and either likes him or dislikes him, but reads him.

Moral No. 1: Proving what! Proving that our readers think for themselves, requiring neither coddling nor exhortation. Proving also that they know good work even when they may not agree with the content of that work.

Moral No. 2: For sheer intellectuality of its readers and for buying power of its readers, Scribner's Magazine has no superior. We say that downrightly because it happens to be true and advertisers should know it.

What the Voluntary Chains Think of the Manufacturer

Survey Indicates Growth of Private Labels and Possibilities for Better Co-operation Among Distributors

THE voluntary chain has given the independent retailer not only an opportunity to save himself from many of the dangers of chain-store competition but also has enabled him to release actively some of his pent-up resentment against the manufacturer of advertised brands.

There is no particular point in these days in arguing whether his resentment is justified. He cherishes it—and every manufacturer of advertised merchandise knows and hears plenty about it.

During recent years it has been the voluntary rather than the corporate chain that has been responsible for the agitation concerning private brands. Two large voluntary groups have carried their private labels farther than any corporate chain and at least one of these has been more ardent in its championing of its own labels than any other organization in the food retailing field.

Is the Attitude of the Chains Changing?

Certain important factors in the food field maintain that there has been a decided change in the attitude of all types of chains toward their own brands as opposed to national brands and that the latter are staging a definite comeback. Even if this is true, the fact remains that the private label has become an important factor in the food field.

The recently published report, "The Voluntary Chains," issued by The American Institute of Food Distribution, Inc., although it is based largely on information gathered last year, gives a significant analysis of the many factors in that rather bitter conflict of distributors that has been taking place for a number of years. The Institute estimates, incidentally, that on March 1, 1933, there were

nearly 90,000 grocers associated with some form of voluntary organization.

The reasons why voluntaries pack under their own labels are tabulated from information furnished by thirty-five wholesaler-sponsored organizations and nine retailer-owned wholesalers.

Here they are, not necessarily in order of their importance but in order of the frequency with which they were given by the groups queried:

Protection against price-cutting, to eliminate or meet chain competition;

To assure profits through ability to maintain prices, to secure better profits;

To create consumer demand, to control the label, to get increased sales and repeat business;

To improve relations with retailers, to secure better co-operation, to give retailers their own labels, because members wanted them;

To give better quality, to give better control over quality;

To give retailers better profits;

To secure lower prices from manufacturers;

To eliminate unnecessary costs of selling;

Because no nationally advertised brands are available in certain commodities.

Thus the list pretty thoroughly canvasses the ground. Note that at the very top is placed protection against price-cutting on the part of corporate chains. It is the well-gnawed and bitter bone of contention that still looms just as largely as it ever did.

When a study is made of the commodities which these voluntary groups report they are now handling at less than actual cost of warehousing and distribution two facts are noticeable: First, that the large portion of these commodities

Can your product be used as a PREMIUM?

We ask this question because:

- 1 Interest in premium merchandising is at a higher pitch than at any time in the last fifteen years.
- 2 To satisfy this interest, we have been gathering for the past several months up-to-the-minute data covering premium use from more than 150 sources. An analysis of this factual material, obtained from companies that have used premiums during the last two years, will be published in the May issue of Printers' Ink Monthly.
- 3 This article will answer dozens of questions that are being asked right along on premiums and use. It will elaborate on thirty specific uses for premiums that have been developed. It will list terms under which premiums have been offered by a large group of companies. It will run into at least twelve pages of text and illustrations.
- 4 This May premium feature will be referred to and used for months to come by both the experienced and new users of premiums, so complete is the wealth of material it contains. It clearly stands out as a most timely and unique opportunity to develop premium business.

If your product can be used as a premium, the May issue offers you ideal conditions under which to advertise it. Full page \$225; two-thirds page \$170; one-third page \$90; one-sixth page \$45.

Net paid circulation now 14,230.

PRINTERS' INK MONTHLY
185 MADISON AVENUE NEW YORK CITY

fall in groups where there is heavy national advertising and, second, that there seems to be a slight inconsistency in that some of the most popular products for private labeling are not listed by the larger number of voluntaries as being profitless.

The list was based on an analysis from fifty-six organizations with 9,188 members and is here put down with the number of organizations mentioning each:

Soap, 33; cereals, 30; soups, 18; canned milk, 11; sugar, 9; baked beans, 7; coffee, 7; tobacco and cigarettes, 5; and flour, cake flour, pancake flour, syrup, shortening, gelatine, crackers, baking powder, malt, butter, and canned fruits and vegetables with less than five mentions each.

Four organizations simply answered "Most nationally advertised brands," while two answered, "All advertised brands."

Turning to the tabulation which shows the number *in proportion* of voluntary chains packing specified items, we find the commodities reported in the following order:

Coffee (which is fairly low on our previous list), canned vegetables, canned fruits, canned goods, pepper, spices and condiments, flour, hot cereals, canned milk, tea, macaroni, jellies and preserves, mayonnaise and salad dressing, extracts, canned fish, peanut butter and ketchup.

An Over-Emphasized Factor

This presents a somewhat different picture and demonstrates that protection against the chain is far from being the important factor that many voluntary chains would like to make it in their talks with the manufacturer.

For instance, canned vegetables and fruits which stand high in the list just given are by no means as widely advertised as many other types of commodities and yet they lend themselves excellently to private labeling because of the multiplicity of sources of supply as well as the presence of conditions that are traditional in the industry. Soaps, which stand at the top of

the list as commodities upon which it is impossible to make a profit, are comparatively low in the list of the number of chains packing them. For instance, only eight out of ninety-four organizations report their own labels for soap although sixty-seven, or 71 per cent of the organizations reporting, pack their own coffee.

Analysis Reveals Other Inconsistencies

It is impossible because of space to analyze this list still farther but such an analysis indicates other inconsistencies and demonstrates pretty clearly that price and chain competition are frequently only negligible factors in influencing a voluntary to feature its own labels.

In wholesaler-sponsored voluntaries, particularly, there is always the desire on the part of the wholesaler to get the extra profits that he can gain out of his controlled brands.

The extent to which private branding has gone is indicated by the following figures based on reports from 413 organizations with 58,085 retail members. One hundred and sixty-six organizations with 30,049 retail members have extensive private label lines. It is significant that 156 of these organizations are wholesaler-sponsored groups, only ten are retailer-owned wholesalers and no co-operative groups report extensive lines.

Ninety-three organizations with 12,529 retail members have limited private label lines. This includes fifty-three wholesaler-sponsored groups, twenty-four retailer-owned wholesalers, and sixteen co-operative groups.

Only twelve wholesaler-sponsored groups report no private label line whereas thirty-six out of eighty-seven co-operative groups so report.

This table has unusual significance not in indicating a fact which has been true from the beginning—that the wholesaler-sponsored groups are strongest on private labeling—but rather as showing that thirty-four out of seventy-one retailer-owned wholesalers are in private labeling with only nineteen

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definitely reporting no such line. For the present, at least, it is this retailer-owned wholesaler group that occupies economically the strongest position in the voluntary field. A number of these organizations have reduced their cost of distribution to a point below that which can be attained even by the more efficient corporate chains and wholesaler-sponsored voluntaries.

It is this group that is occupying the attention of most manufacturers in the food field. It is increasing in importance and seems to have in it elements of solidity that are not present in any other form of voluntaries.

One of the most interesting sections of this report is that which deals with the attitude of the voluntaries toward co-operation with manufacturers. The report draws the following conclusion:

"The detailed reading of these replies shows a reasonable agreement on two major points:

1. That the voluntary chain organizations want a better and more friendly relationship with the sales

organizations of the manufacturers.

2. That their attitude toward individual manufacturers is based more on a friendly spirit of co-operation than securing special allowances and discounts.

"The latter point is made clear by the wide range of companies and the fact that the majority of these companies are national manufacturers who have moved slowly in yielding to the demand for discounts, but are giving serious consideration to the plans they must follow in building a continuing relationship with the distributors who, in the final analysis, are really a part of their own sales organization—and work on a mark-up rather than a salary or commission but complete the movement to consumption as though they were actually on the payroll of the manufacturer."

It is most interesting to note the openly expressed antagonism on the part of a number of wholesalers against the manufacturer's specialty salesmen. This, obviously,

Dependable Fast Delivery When You Need It Most ☆

► Plates or copy in a hurry, display material or special stock to meet an emergency—Air Express takes them in its stride, swiftly and dependably. Regular plane schedules connect 85 principal cities over the country's major air routes and are supplemented by fast rail service to over 23,000 other Railway Express agency points. ► One phone call to your

nearest Railway Express Agent covers everything—including pick-up and delivery in leading cities and towns. A system of duplicate receipts gives definite proof of both shipment and delivery. ► The recent reduction in rates is a real help, too. Get the details from your own Railway Express Agent today.



AIR EXPRESS

Division · Railway Express Agency, Inc.

is based not so much on the retailers' feelings as upon the desire of the wholesaler to conduct the operations of the chain without what he feels is interference on the part of specialty salesmen.

There are numerous complaints against the high-pressure attitude of the specialty man and several wholesalers say quite definitely that they wish that these specialty men would stay away from the retailer entirely.

It is here that the voluntary management stands on its shakiest ground. There is no doubt that there are numerous specialty salesmen who try to high-pressure dealers but the fact remains that many manufacturers today are doing their best not only to educate their salesmen to dispose of plenty of merchandise but, further, to drum into them the point that they are valuable as salesmen only as they co-operate with the retailer.

Any one who is familiar with the elaborate plans of some of the largest manufacturers in the food field wonders just what the independent retailer, whether he is a member of a voluntary group or not, would do without the help that can be given him by a good specialty man.

If Specialty Salesmen Were Called In

It is probable that if manufacturers were to call in all of their specialty men tomorrow a howl would go up from the trade which would far exceed the volume of complaints now being made against the specialty man as a high-pressure salesman.

What, after all, could the wholesaler, who heads a voluntary group, offer as a substitute for the type of help that a good specialty man is able to offer? Some wholesalers will maintain hotly that they could offer plenty but when they are pinned down to definite replies what they actually have to offer is not a great deal and is copied largely from the corporate chains.

The attitude of the wholesaler is pretty well expressed in its entire illogicality by a Middle Western wholesaler who is quoted as say-

ing, "The Cream of Wheat Company has a price maintenance policy which has been recently modified to permit cut prices to the retail members of a co-operative group. In our opinion, however, the Cream of Wheat price maintenance policy has only protected the chain store."

There you have it, in all its stark simplicity. Retailers and wholesalers in both the food and drug industries have been trying for years for some kind of price maintenance protection and here is one prominent wholesaler who, when he is working with a company that has a definite price maintenance policy, complains that it is of more help to the chain.

No, we don't expect a millennium peopled by contented wholesalers and retailers. This does not mean, however, that the manufacturer can sit back and not pay attention to the complaints that thus arise.

The national advertiser finds it more incumbent upon him today than ever before to preach the real profit possibilities and the rapid turnover from nationally advertised brands, the recognized quality which the national brand offers both retailer and consumer and, finally, the real merchandising help that the manufacturer and his specialty men can give.

There is no use mincing words about it, the manufacturer can take plenty of blame upon his own shoulders for the development of private labels. Plenty of manufacturers today are still open to blame for their temporizing policies and their lack of courage in meeting the situation as squarely as they might.

The situation, however, is open to remedy—and it is up to manufacturers to demonstrate they have the foresight and courage to apply the necessary cures.

Leave Rockne

George M. Graham, vice-president in charge of sales, and F. L. Wiethoff, sales manager of the Rockne Motors Corporation, Detroit, have resigned. This is in line with the plan, started several months ago, to consolidate Rockne sales activities with those of the Studebaker Sales Corporation in South Bend, Ind.

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Banks Advertise Approval

THREE was news for the people of Columbus, Ohio, in the fact that the city's three national banks and six State banks were immediately licensed to resume



business, following the bank holiday. The Clearing House Banks of Columbus, of which the nine banks are members, used full-page newspaper advertising not only as an announcement but to point with pride to the "unusual recognition" which justifies the slogan "Columbus—City of Sound Banking."

Crutchfield Continues in Minneapolis

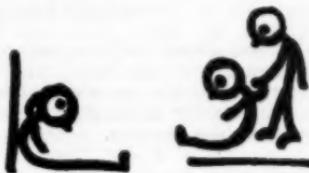
The business of Crutchfield & Company, advertising agency, continues in Minneapolis as the Crutchfield Company, Inc., of Minnesota, subsequent to the liquidation of Crutchfield & Company in Chicago. No change in personnel is involved.

I. H. Graves, who was Minneapolis manager, will be president of the Crutchfield Company, Inc. H. M. Thompson will serve as vice-president and O. E. Sahr as secretary-treasurer.

Jerome B. Chase Dead

Jerome B. Chase, fifty-three, president and treasurer of the Moss-Chase Company, Buffalo, N. Y., advertising agency, died last week at that city. He had been associated with the agency for more than twenty years.

Meet



Your Audience Individually as well as Collectively

We will lend a hand in introducing you to Camp Directors, Health Education Directors and other leaders of the Y.W.C.A.'s. A letter of introduction from us will accompany you on all your visits.

You can address the crowd collectively in their own national magazine.

The CAMP and HEALTH EDITION

May 1933

is the issue in which to tell them what to buy for summer camps and where it can be bought.

There is just time enough for you to make the big issue if we have word by April 15.

THE WOMAN'S PRESS

600 Lexington Avenue
New York, N. Y.

Dorothy Putney, Adv. Manager
Plaza 3-4700

Death of A. C. Pearson

Chairman of United Publishers Will Be Sadly Missed as Unselfish and Helpful Influence in the Industry

HE was always too big a man to figure on anything which might promote his own angle when he was working in the interests of the publishing business.

* * *

"A. C." was a man who would always do the work and allow the credit to be given to anybody who wanted it.

* * *

He gave more time to the good of the whole publishing business than any other publisher I have met during my twenty-five years in the business.

* * *

All of his work on the second-class mail situation, his efforts against irregular media, and other matters of great importance to publishers prove that "A. C." was at all times ready to give of his effort for the good of the business as a whole, never thinking of his own particular interest in the matter.

* * *

These are some of the tributes paid by old friends of his in the publishing business to Andrew Cameron Pearson, chairman of the board of the United Publishers Corporation, who died at Montclair, N. J., last week. Nothing was so characteristic of the man as his willingness to work for the broader aspects of publishing, national rehabilitation and other projects for the general public good.

This was exemplified by the energetic support he contributed to the Committee on Mobilization of Relief Resources of the Gifford Committee as chairman of a committee appointed by the National Publishers Association, of which he had been president since 1928, to assist in the distribution of advertising copy and in formulating plans which brought strong editorial assistance behind the movement.

Mr. Pearson, who was sixty years old, was one of the country's outstanding publishers of business magazines and served as president

of the Associated Business Papers, Inc., during 1918-1919.

J. H. McGraw, Jr., president of the association, in an appreciation sent to the membership, said:

"Mr. Pearson was by nature original and forceful, standing for



the highest publishing practices, particularly in his evaluation of sound editorial service. His conception of publishing standards and ethics did much to raise the level of business journalism to its present position. After more than a third of a century in the publishing business his counsel will be sorely missed."

From Fritz J. Frank, president of the United Publishers Corporation, comes this tribute:

"For twenty-two years I was associated with 'A. C.' in the ups and downs of the publishing business. Never once did I see him disheartened; never once have I known him to injure another by word or act.

"His interests were broad; his burden was heavy, but I never saw him approach an added duty in other than a spirit of eagerness and give it other than the full benefit of his splendid abilities.

"He was a kindly man, an able man, a builder, a leader. The pub-

lishing business has suffered an irreparable loss."

Mr. Pearson, a graduate of Baker University, became manager of the Pearson Bros. Department Store, in Osawatomie, Kans., early in his career. There he received the training in merchandising which served him so well when, in 1898, he joined the advertising staff of the *Dry Goods Reporter*, in Chicago.

In 1904 he was transferred to the *Dry Goods Economist* in New York, successively becoming advertising manager, vice-president and general manager and, in 1924, becoming president of the Economist Group Publications.

He was made secretary of the United Publishers Corporation in 1913, filling successively the offices of treasurer, vice-president and, since 1926, chairman of the board. Publications under his direction included the *Dry Goods Economist*, *Iron Age*, *Hardware Age*, *Boot & Shoe Recorder*, *Automotive Industries*, *Automobile Trade Journal*, and many catalogs and trade directories.

Mr. Pearson was a director of the Merchants Association of New York and the Chamber of Commerce of the United States. In 1931 he was made a Chevalier of the Legion of Honor for services to the French Government.

+ + +

Small Space Better Than None

(Continued from page 4)

indelibly stamped on my memory because my earliest years in agency work were spent in that gruelling struggle.)

With the professional status of the advertising agency so little recognized, the task of revising one of these traditional scatter-wide, small-space campaigns into a more concentrated program was usually a slow and arduous process requiring the prolonged and repeated exhortation of agent and publishers' representatives alike. The recommended substitute might reach less than one-quarter the former circulation and such shrinkages in coverage were rarely popular when proposed.

One instance that I still recall was the case of the business-paper advertiser who was seriously considering minimum space (eighth- or sixteenth-pages) in all of the forty-plus publications which, taken together, covered his entire market. The combat necessary to win his approval of a program that included only ten of these magazines proved to be a veritable professional wrestling match in the modern manner.

The concentration process, however, was under way in hundreds of individual campaigns in every part of the country. Ultimately,

through experience and example, it transformed so many dubious advertisers into advertising enthusiasts that the effort proved profitable.

There is, however, a suspicion abroad today that the process went too far.

I have found both veteran publishers' representatives and agency men who agree in the belief that sheer over-emphasis on the big-space theory finally succeeded in blurring the appreciation of the *reader-values* still existent in smaller space.

The questions now remain whether sellers of advertising can—and will—go to those who now believe in "full page or nothing" and restore faith in the lesser space-units which were so consistently deprecated in the flush years, and whether that faith can be restored with sufficient rapidity and success to make an appreciable and early contribution to advertising volume.

Many individuals—many organizations—will unquestionably prove unable to re-adapt themselves.

There will be some to whom "ninety lines, single column"—or even half-pages—will continue to seem mere chicken feed, unworthy of the high talents which formerly

I'd rather write than be President

Without reflecting on chief executives, I prefer to write. That conviction is based neither on ignorance of the benefits of nor on antagonism toward executive authority.

Though still under forty, seven years of executive responsibility taught me what it means to direct and administer.

The depression has not been pleasant nor profitable, but it did lead to a reappraisal of values, desires, and qualifications. Thus I am back where I started, at the typewriter.

Creation brings sincere satisfaction. Discovering ideas and developing them into simple, compelling messages is what I like best to do.

I have created ideas, many of them, and produced selling plans and effective advertising copy. That is what I will continue to do.

Whether or not I can satisfy you is something I am willing to prove. You may set the test and I will attempt to convince you by your own standards.

If I can create ideas, as I say I can, any one of a score of advertising agencies needs me, for the idea business is not one in which there is serious over-production at present.

The depression taught me another lesson. A large income is not essential. My needs and desires are simple.

Therefore, without presumption, I say that I can earn my way, and prove it beforehand, in any advertising agency that can use creative talent. Or, a free-lance basis would interest me.

If you will match a little of your time against several times as much of mine, I would like to talk to you.

Address "G." Box 245
Care of Printers' Ink

exuberated in the cultivation of double pages in full color.

Others, however, paralleling the reasoning of the two-column-by-five-inch advertiser mentioned in the opening paragraphs of this article, will realize that the lay reader is not—and has never been—a fraction so interested in the size of the display as in the helpfulness of the message selected for publication. Through reliance on this basic truth, they will build back to advertising leadership by the sound procedures that proved successful before the Big Space Era of "Dominance-or-Nothing."

One factor formerly absent can, if utilized, aid greatly in re-demonstrating the efficacy of less-than-page space.

At today's copy desks and in today's layout departments is a far greater fund of expert technical knowledge than was available in the period I mentioned a few paragraphs earlier.

Let this talent be given wholeheartedly to the preparation of the smaller units—not pulling its punches out of an assumed superiority to such spatial small-change)—and the results will be electric. Wrong-headed though some space-sellers may consider them in this regard, Mr. and Mrs. Consumer will not feel the slightest affront because advertisers tell them efficiently in half-pages or columns—or even less—what advertisers once considered to demand at least a page.

Advertising will benefit in another way if this procedure proves successful.

In the smaller space-units it will be difficult to employ the overstatements and meretricious appeals that have marred so much recent advertising and reduced the efficiency of all advertising. Limited space, by its very nature, calls for restraint, brevity, and straightforward accuracy.

Mal de mer, doctors assure us, is highly beneficial to our physical selves, no matter how unpleasant its temporary anguish may be.

If the commercial and financial *mal de mer* from which this nation has been suffering results, as we

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all hope, in a sounder economic health in the future, one profitable by-product can be a restored recognition throughout the advertising world of the worth of small space as a sales stimulant.

If, however, those who are actively engaged in advertising persist in deifying big space, the up-swing in advertising must tend to follow rather than promote the return of sales volume.

Heads Milwaukee Agency

Garrit C. De Hens has been elected president of Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency. Mr. De Hens, who was vice-president of the former Koch Company, which was taken over by Freeze-Vogel-Crawford in 1929, succeeds Chester D. Freeze, who has resigned to establish a business of his own in California.

Hugo C. Vogel continues as vice-president and treasurer, and Howard M. Landgraf as secretary.

Arthur T. Spence, of the law firm of Quarles, Spence & Quarles, was elected a director of the agency.

Frederick Hinrichs, previously engaged in the manufacture of dairy plant equipment, has joined the agency as an account executive.

Livingston in Hotel Field

John H. Livingston, Jr., head of his own company at New York which handles the sale of advertising in the Fifth Avenue Coaches and in Terminal taxicabs, in addition, has engaged in the hotel business. He is president of a new corporation which has been formed to own and operate the Hotel Griswold and Sheneossett Country Club at Eastern Point, New London, Conn. The hotel, under its new management, will open June 15, the day prior to the annual Yale-Harvard crew races.

Electrotypers Merge

The Flower Steel Electrotype Company and the Lead Mould Electrotype Foundry, both of New York, have consolidated their businesses, which will be operated from the Flower plant at 461 Eighth Avenue, under the management of Alfred R. Flower and William C. Euler.

Billingslea Transferred

A. L. Billingslea, with the New York office of the Meredith Publications, has been transferred from the staff of *Successful Farming to Better Homes & Gardens*, in charge of food accounts.

Hirshon-Garfield Appointment

Lann B. Smith has been appointed art director of Hirshon-Garfield, Inc., New York advertising agency.

BEER

Means just one thing to the plumber and that is work. Beer faucets, beer pumps, coils, drains, cooling equipment, etc.—all are installed by the plumber.

That's why the readers of **DOMESTIC ENGINEERING** are happy—they are busy selling and installing beer dispensing equipment. Have you anything they can sell?

DOMESTIC ENGINEERING

1900 Prairie Avenue
Chicago, Ill.



IT costs no more to stay at THE ADOLPHUS! Prices—adjusted to modern times—make it possible to stay here for as little as \$2 a day. When in Dallas (Texas) stop at . . .



In Order

to furnish clients with the finest possible products and service in electrotypes, stereotypes, matrices and econotypes,

We Announce

the consolidation of the George Saam Company, Inc. and the Globe Electrotype Company.

Charles E. Schindler, Pres.
Richard E. Crowe, Treas.
Lew Wallace, Vice-Pres.
A. E. Valentine, Secy.

**GLOBE-SAAM
ELECTROTYPE CORP.**
330 West 42nd St. N. Y. C.
Phone us at MEdallion 3-2161

Looking for New Avenues of Profit?

PERHAPS you will find one in the expanding field of premium users.

Many manufacturers have found big profits by developing this business for their products.

If your product lends itself to premium use, now is the time to go after this profitable business—now while more manufacturers than ever before are using merchandise of somebody else's manufacture to stimulate the sales of their own.

See ad on page 65

Advertising Wings

"WITH Wings Sales Soaring, the Others Had to Drop Their Prices," is a typical heading representative of the latest development in the cigarette battle. It is one of a series of advertisements used in a test campaign just completed in New England newspapers.

This is the second advertising venture for Wings, which, as 10-cent cigarettes, have carried on the wrapper a statement that they could be sold at that price because no huge sums were spent on advertising. The first flight took place in the Chicago territory where Wings entered the then highly competitive field, as a 15-cent cigarette, introduced by the maker of Sir Walter Raleigh cigarettes, then priced at 20 cents.

The Brown & Williamson Tobacco Corporation, of Louisville, maker of both brands, in its New England series, discusses its change of policy in the nature of "inside" stories on the reasons for the reductions in price of the advertised leaders in cigarettes.

Copy tells how Wings were made to sell at 15 cents but that a year ago it was seen that the cost of living was dropping and, to give smokers quality cigarettes at 10 cents, it was decided to do away with all fancy package trimmings and not to engage in "circus" advertising. All that the company allowed itself, says the advertising, were notices on its packages.

It was this sales strategy, plus consumer response, the copy declares, that made the cost of leading brands come down. Fourth place in sales is now claimed for Wings.

The New England series completed, results are being studied. Further advertising and copy appeal await developments.

New Accounts to Hicks

The Ehrich Galleries as well as Mrs. Ehrich's Antique Shop, New York, have placed their advertising accounts with the Hicks Advertising Agency, of that city.

THE manufacturer who wants to stay down in the cyclone cellar isn't resuming his advertising.

The ones who continue are the pioneers who now march forward.

Action leadership deserves active fellowship.

As the President said, "Confidence and courage are the essentials of success in carrying out our plan.

"It is your problem no less than it is mine.

"Together we cannot fail."

The way ahead lies open.

Let's push on.

—Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. TELEPHONE: AShland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy, Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

E. B. Weiss Andrew M. Howe
H. W. Marks Eldridge Peterson
S. E. Leith

Chicago: P. H. Erbes, Jr.
London: McDonough Russell

NEW YORK, APRIL 6, 1933

Icepicks, Railroad Tickets

Every once in a while we hear of a new selling idea which has gone over in this year of the great showdown, and wonder why it was never tried before. Take the railroads, for example, that used to wait for people to step up to the window and buy tickets. The Maine Central Railroad is actually out on house-to-house canvassing jobs at the present moment to sell Easter excursion tickets.

Vice-president E. C. Douglas informs PRINTERS' INK that newspaper advertising will back up the effort. Homes in every city and town where this railroad has a station will be visited by officials and employees in a week's intensive campaign which starts on April 3.

Each one of the 3,500 house-to-house salesmen and saleswomen has been assigned ten houses, making 35,000 Maine homes which will be visited in this intensive drive.

Just as unusual a story comes from Southern New Jersey. It seems that a manufacturer of ice-picks had run a small advertising campaign and also sent out people making a house-to-house and a store-to-store canvass. One salesman was about to pass by a store which had a sign in front indicating that its owner was the local representative for a well-known electric refrigerator. However, an idea struck him and he went in.

And then this salesman with imagination had the good fortune to meet a buyer who clicked to an imaginative idea.

The net result is that the electric refrigerator representative is going to distribute icepicks!

As the salesman pointed out to him, many of his prospects are going to have to make the old icebox do for a while longer, much as they would like to own an electric refrigerator.

While they are waiting, they are going to keep chipping ice. With his name and address on the icepick he is building good-will while he waits and is offering a continual day-by-day reminder of something prospects will buy when they have the money.

Let's have more imaginative selling. It creates purchasing power and starts a virtuous circle in place of the old vicious one.

If Women Are People—At the annual meeting of the American Telephone & Telegraph Company last week, a woman stockholder suggested to President Walter S. Gifford that one of her sex should be a member of the board of directors.

Inasmuch as about 50 per cent of the company's stock is said to be owned by women, she thought it was not altogether fair for all the official positions to be held by mere men.

"It's an interesting suggestion," laconically replied Mr. Gifford. And thus the incident passed.

Interesting, yes. But based on totally wrong premises.

If women are people (and we wholeheartedly concede that they are, regardless of considerable argument on the negative side)

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why shouldn't they be treated as such in matters having to do with business and not be regarded as mere women?

President Roosevelt appointed Frances Perkins (we have forgotten the name of her husband for the moment and it doesn't matter anyway) to be Secretary of Labor, not because she is a woman but because she is an extraordinarily gifted and erudite individual who knows that special sort of work backward.

By the same token, if some capable person of the feminine gender is able to get for herself a job on the A. T. & T. board, more power to her.

Mr. Gifford, we imagine, is president of that company not because of his sex but on account of his ability and his standing with the stockholders.

Carrying the discussion a bit farther, why shouldn't feminine people be advertised to as are men people? We could get into an interminable argument here and this is going to be cut off short.

We timidly suggest, however, that if selling fundamentals have to be twisted and distorted so as to make particularized presentations to women, the principle ought to work equally well in a hundred other ways.

Some advertisers seem to think, for instance, that a piece of staple merchandise cannot be sold to a farmer unless he is addressed as such rather than as a person.

If this idea were carried out to its logical conclusion advertising would be directed at Methodists, Prohibitionists and Democrats—the latter being a rather populous tribe now, we understand.

The Farm Relief Bill From out in the corn belt there come evidences of apprehension over the thought that President Roosevelt's new farm relief bill has been drafted, as one newspaper puts it, "by a bunch of college professors."

If the professors make a sorrier job out of this relief business than have the politicians, they will have to go deliberately on the wrong path and work at it steadily with

no holidays, Saturday afternoons or Sundays off.

We believe advertisers will gladly back up the professors in their efforts to solve this critical problem, which is so vital to the country's effort to dig itself out—even though neither they nor the professors have any definite idea as to whether the thing will work.

But neither has Mr. Roosevelt himself. He concedes that there are no precedents to guide and that the operation must be what the doctors call "exploratory."

There is no more baffling question before the new administration than this, the main reason being that the result is dependent upon the vagaries of the weather—whose action no man can foretell.

If the President persuades the farmers to reduce their acreage, nature may intervene and a thumping surplus will be produced anyway. Or maybe the elements will perform so that the limited plantings may result in a near famine.

But it helps a great deal to know that some high-powered brains are at least doing something.

Meanwhile, we commend to advertisers the spirit expressed by Frank H. Hall, counsel for Corn Products Refining Company.

"If the farmer will be helped by putting a penalty on the manufacturer," he told his company's stockholders, "we don't care, so long as competitive products are penalized similarly."

Skipper Will Keep His Job

Dr. J. R. Deubman, associate professor of merchandising in the Wharton School of Finance and Commerce, thinks the country is now in the midst of a mental revolution.

"The mental forces which are being generated during this period of depression, will be felt for the next hundred years," he said at a distribution round table at his institution last week. "And there is no reason to suppose that the field of distribution will be exempt from either the theory or practice of these new ideas."

Dr. Deubman uses all this as the basis for a plea for co-operative

action in all things having to do with distribution and advertising. He is frank enough, moreover, to suggest in polite, professor-like language that in this day of heavy thinking, when a day's problems are condensed into an hour's discussion, "it will not be long until the unthinking will be two hundred years behind their competitors."

Instead of saying that the average person is sadly lacking in brain power, he eases over the idea that "the individualist cannot stand the strain of thinking through these new problems." That is, he needs help.

Suppose, leaving academic dictation aside, we say that two heads harmoniously working together are better than one and that three are better than two. "Co-operative action with the day of individualism nearing its end," as Dr. Deubman puts it.

We are enthusiastically for the co-operation. But there is going to be plenty of room for the individualist in advertising for a long time to come. No matter how much of a chore thinking is, there will be some people who can do this thinking better than others.

This is why the skipper is going to maintain his place on the bridge.

All in the Life-Boat When times are easy and a business organization is riding through untroubled seas as on an ocean greyhound, many things are taken for granted.

At a time like the present, however, when everybody has to do his full share and battle for every bit of business there is, put forth all his power to keep the product high in quality and win the goodwill of customers and prospects, the company is in a life-boat instead of on a liner.

With staffs cut down to fighting weight, it is natural that every man watches his neighbor. It is easy to see then whether the man who is working on No. 5 oar is pulling his full weight. If he isn't someone is likely to tell him so.

This attitude is an excellent one for all concerned if it is done help-

fully and constructively. A life-boat is a good substantial craft to get everybody safely out of the troubled seas if they all do their full share and don't let their fears or their nerves get them all into a jittery and scrappy state of mind.

For a life-boat, although it is a staunch craft, is a small one. It needs and requires the full team work and co-operation of every man in it. No one can give his best if he is forever crabbing his neighbor.

Beer and the Alley Brewer

In preparation for the official return of beer in many States at one minute past twelve tomorrow morning, brewers have been doing considerable advertising, but not as much as might reasonably be expected under the circumstances.

Indeed there are some reputable brewers who say they will not have time to bother much with advertising for another six months or so. Their theory is that acceptance for beer is widespread and people are awaiting its return so eagerly that advertising is more or less a secondary consideration for the moment.

They overlook the fact that advertising is entirely logical under the circumstances for the reason that the alley brewers are going to try to put over beers which have hitherto been sold without benefit of brand. Thus the legitimate brewer runs the risk of making a sorry showing against the racketeering skill of the alley brewer.

To them is to be commended the example of Atlas, one of the old timers.

"In an uncharted sea of new and untried products that will be offered to you commencing April 7," this company's advertising says, "you can look unfailingly to the good old name ATLAS," and so on.

This is a good time to hammer home brand consciousness in beer. Alley brewers are not going to yield their rich markets without a struggle.

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THIS GIRL SPENDS \$419.54 ON HERSELF.. EACH YEAR!

SHE spends more than \$35 a year on beauty items alone; over \$32 on hosiery for herself; nearly \$29 on sports equipment. She is young. 9 chances out of 10, she is under 35, at the age when the impulse to buy, and forget the cost, is strongest. She is more likely than not to be a wage-earner in her own right; she has the money to spend.

IS HER TRADE WORTH 2¢ A YEAR TO YOU?

Even if you used full pages every month, it would cost you only 2¢ a year to reach this girl! She is one of the million women buyers who read Fawcett Women's Group. 89.93% of these women are under 35. 81.34% are themselves wage-earners, or wage-earners' wives. According to the latest survey, these same women spent over four hundred million dollars (\$419,540,000, to be exact) just on personal, feminine wants, last year.

This was the market that gave Fawcett Women's Group a circulation increase of 46.4%, and boosted its advertising revenue 20.4%, and brought many advertisers constantly-growing returns. What will this market yield for you? Write, and let us send you the complete story, now!

THE LOWEST PAGE RATE
PER THOUSAND
TO REACH A MILLION WOMEN
CIRCULATION

Fawcett Women's Group

FAWCETT PUBLICATIONS, Inc.
MINNEAPOLIS CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO



The Little Schoolmaster's Classroom

THIS week the Class has an opportunity of studying a piece of advertising material written forty years ago by a man whose name has since been established as synonymous with good furniture. It was in 1893 that Peter E. Kroehler joined the Naperville Lounge Company in which he invested \$500, borrowed from his father, and went to work at a salary of \$1 a day.

Two years after he joined the company he became its head. He sold a half interest in the concern to Sears, Roebuck & Company, at that time, for \$30,000. Twelve years later he bought back that half interest for \$1,200,000. The business has since become the Kroehler Manufacturing Company, a closed corporation owning fifteen furniture factories in the United States and Canada.

Mr. Kroehler became active in advertising almost immediately upon his entrance into the furniture field. Circulars prepared by him for distribution to his retail trade were printed in the old-fashioned block-letter style of type without a preponderance of fancy flourishes and curlicues, so popular in the layout of that period.

His copy showed a keen appreciation of sales promotion ideas; advancing his subject in terms of interest to the trade; giving specific information by illustration and price quotation. Essential points that proved the quality value of his product were featured in illustration showing the couches bottom-side up. "You need not take our word for what we say," he challenged, urging the trade to study this illustration and observe the entire construction.

Mr. Kroehler, the Schoolmaster is informed, has never ceased to

A GOOD RECIPE FOR LUCK!

Take equal parts of Foreight, Alertness, Calm Thought, and QUICKNESS TO GRASP OPPORTUNITY—the last the most important. Get a nice morsel of OUR COUCHES, mix well and the result will be a splendid platter of Luck.

Riches are Made! They do not Grow!

The Richest Men Have Made Their Wealth After the Above Recipe!

No. 307.—Graduate Indestructible Couch

inner spring base

Outer Spring

Wanted— A Man

At a time when the world moves fast—when people get tired of old things—new ideas are twice as valuable.

New mediums are worth investigating.

Here is one that clicked in a big way.

Messengers deliver Visomatics to offices or groups in widely scattered cities simultaneously. Also as a Sales Tool in direct selling. Synchronized pictures and a selling voice. The eye plus the ear.

A national campaign is started in a few weeks at a cost—as Johns-Manville says, of "less than one-tenth of the previous method." Look into the facts of this new, proved medium. It is already working for Coca-Cola, Standard Brands, Real Silk, Ingersoll, Westinghouse, and others.

If you are more interested in real prospects than mere suspects, here is a medium built for today.

There is an unusual opportunity for a man who can sell and service, in a creative way, major accounts. This man must have had successful, big time experience in sales promotional selling.

Please reply by letter *only*. Address, President.

VISOMATIC SYSTEMS, INC.
292 Madison Avenue New York

Looking for an Angel?

Maybe so—but in our judgment the investor who strings along with this proprietary manufacturer client of ours, to the extent of \$25,000 to \$50,000, will make a lot of money in the next few years. One of the products this client has sole rights to reached annual volume of \$800,000 a few years back. The man responsible for the formula of his newest product—just about to go on the market—was written up in *The American Magazine* and other journals only a few months ago. Yes, there's money in patent medicines—for you—if you'll consider the details we'll cheerfully submit by mail.

GOTTSCHALDT-HUMPHREY, INC.
Advertising Agency
Palmer Bldg. Atlanta, Ga.

BEER MATS

(Exclusive Representatives of "KURPRINZ")

The
LEDERER IMPORTING CO.

106 West 32nd Street, New York
Pennsylvania 6-0433

4 -Color Ben Day Process
Printing on Newsprint;
Your Plates or Ours
Shopping News—Cleveland, O.

I *IT is profitable to advertise
to an audience that can
buy. NATION'S BUSINESS
reaches more than a
quarter million active,
buying business men*

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER
VICTORIA

The recent monograph, "Rural Social Trends," by Brunner & Kolb (reviewed in some detail in *PRINTERS' INK*, March 23, 1933) makes some interesting observations upon the small town as a trading center and upon the buying habits of the farmer. These observations are backed by some interesting statistical studies.

The Crowell Publishing Company has recently issued an analysis of the rural market under the title of "The Fade-Out Zone."

This points out, for instance, that four out of every ten families in the United States live in rural districts; that is, towns of less than 2,500 population and on farms.

The Census shows that these 12,500,000 rural families, together with the 2,700,000 families who live in towns of 2,500 to 10,000 population, bought more than \$15,000,000,000 worth of goods in 1929 from stores located within their own communities. This volume of retail sales, which is 30 per cent of the national total, does not include purchases by rural or small-town people in cities larger than 10,000.

The small town is still a potent factor in American life. As Brunner and Kolb point out, it has not only its place as a buying center, but also as a social center and because of this the automobile has

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not become nearly the important factor of decentralization that many social scientists predicted it would be ten years ago.

* * *

A change of pace is always welcome in advertising and particularly in advertising which, by the nature of the business it serves, has always leaned toward the sensational.

A good change of pace is found in a recent advertisement for "The White Sister," the picture in which Helen Hayes and Clark Gable are being featured.

The heading of this advertisement is, "The Audience Turns Critic," followed by "You've read what the newspapers said about 'The White Sister.' Here is what folks in yesterday's audience thought:

"Row M-112 (Mrs. A. Sontag)—'Very touching, I wept. A really gorgeous picture.'

"Row R-108 (Will H. Hays)—'Fine! I was deeply moved.'

"Row D-104 Balcony (Albert E. Armstrong)—'It held my interest from start to finish. I'd call it a swell picture.'

This interesting variation on the testimonial angle is welcome.

* * *

Senator Borah and others who fret about the return of the Old Saloon have worried needlessly, the Schoolmaster is prepared to state after some weighty analysis on the subject of retail distribution of beer. And, on the other hand, sentimental gentlemen who yearn outwardly for the return of the convivial brass rail may get ready to shed a tear. For a reason neither legal nor political nor moral that has been overlooked in all the fireworks *pro* and *con*, it will probably be absolutely impossible for the old-fashioned saloons to exist today.

The chain-store principle of merchandising—there's your answer. Prohibition came just in time to save the saloon from being swept into oblivion by chain retailing tactics, for it was just about that time that chain-store merchandising was really getting under way. The

IMPATIENT

Pennsylvanian

Rarin' to Go

Not willing to wait till present agency climbs back out of slump. Invites reply from any agency or advertiser in the state of Pennsylvania or New York who is interested in an all-around Advertising Man who: thinks like a sales manager, writes copy with both hands, gets along well with everybody, from office boy to chairman of board.

This seasoned young sales-promotion and advertising veteran lives, eats, talks, breathes, and dreams his work. He can get steamed up, at a moment's notice, over concrete mixers or strings of pearls or whatever you sell. An original thinker. Tireless at writing, visualizing, planning, contacting. Logical, above everything else. Has served a variety of employers and a great many clients. Has never been fired in his life. Is interested in no job that pays less than \$400 per month. Has earned considerably more.

Address "E," Box 244

Printers' Ink

Wanted at Once

TWO SPACE SALESMEN

Magazine with national circulation offers a real future for two space salesmen on national accounts.

Good Salary and Commission

Please do not write unless you have successful record in similar field. Preference given to those already employed on competitive magazine. Write full details in confidence to "J," Box 247, Printers' Ink.

P. S. Our own staff know of this ad.

EXPERT PUBLICITY

Mr. O. P. Caldwell,
San Francisco, Calif.
Dear Mr. Caldwell:-

In answer to your letter of March 13th, I wish to heartily recommend our publicity representatives, Sutton & Schipper, Inc., for the publicity work you mentioned. They are considered, not alone by me but by many others, to be one of the paramount organizations of their kind and the cost of their expert service is extremely modest.

Sincerely yours,
LEWIS LUCKENBACH, Vice President,
Luckenbach Steamship Co., Inc.

SUTTON & SCHIPPER, Inc.

Industrial News Counsel
232 Madison Avenue, New York City
Co-operation with Advertising Agencies

AGENCY Will Consider MERGER

Highly reputed New York agency, seven on payroll, very strong on service, has shrunken billing trouble. Will talk merger with smaller or not very much larger organization. Objects: reduction of overhead and increase of selling power. Or, will talk with salesman who can be immediately self-supporting. Confidential, of course.

"H," Box 246, Printers' Ink.

Booklet Prices

Printed on 60-lb. M. F. Book Paper

| Black Ink | 5M | 10M | 25M |
|-----------|---------|---------|----------|
| 8 pages | \$38.50 | \$59.00 | \$135.75 |
| 16 " | 71.00 | 127.00 | 310.00 |
| 32 " | 138.00 | 219.00 | 419.00 |

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

old saloon may flower temporarily on and after April 7, but its bloom will be short.

Just as sure as you're sitting there we're going to see chain beverage stores. Neither squint-eyed Mike nor jovial Herman, but callow youths with long, moist pompadours will deal out the nation's suds. In paper cups. And they will try to sell you an egg in it every time you order a draught.

The pretzels will come in Glassine bags, one bag to the order. The bar will be a sanitary enameled affair, instead of mellow mahogany, and it will be populated with displays of aspirin tablets, razor blades and such. Instead of free smoked herring, Swiss cheese and bologna on rye, there'll be sandwiches with a lot of mayonnaise in them—10 cents.

And in time, of course, the chain beverage stores will have to contend with price-wrecker, or Big Beer, beverage stores.

This is pretty dismal thinking, but modern merchandising must be served. The Old Saloon is doomed as relentlessly as was its historical counterpart—the old general store.

We Go the Limit

J. B. MCNAUGHTON COMPANY
Merchandising Service
SPRINGFIELD, MASS.

Editor of Printers' Ink:

When you ask Printers' Ink a question or a series of questions they most certainly go the limit in furnishing a complete and detailed reply.

Your letter of March 28, as well as a previous letter recently received, is very greatly appreciated and I realize full well that the information attached represents a great deal of careful, methodical work.

It is going to be exceptionally helpful for my particular purpose and I am certainly very, very grateful for the service.

J. B. MCNAUGHTON.



ADVERTISING TYPOGRAPHY AND DESIGN

Whitehall 4347 417 N. State Street, Chicago

Apr. 6,

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Attention Advertising Agencies: Opportunity secure services of diversified known group of artists. National advertising quality at small agency prices. Samples submitted. Box 829, Printers' Ink.

Advertising Man Will Invest \$500 or more with publisher for working interest. 7 years sound experience. Still employed same daily. A-1 references. Box 822, Printers' Ink.

Well established Sales Agency, now doing business with the leading manufacturers, in Ohio, Michigan, Pennsylvania and Western New York, are desirous of securing representation on a commission basis for firms in the Allied Printing Industries. None but first class firms will be given consideration. Box 827, P. I.

MISCELLANEOUS

Book Plates for Sale Cheap. Have 300 half-tone plates late war. Never used. Sacrifice lot for \$2.50 each. Have proofs. Address International Medical Film Corp., Union Bank Bldg., Chicago, Ill.

Sales Manuals. Let us build modern sales tools for your salesmen, jobbers' salesmen and dealers. We have *proof* of increased sales as a result of using our manuals. Write for information. Arthur W. Wilson, 501 Fifth Ave., New York. Murray Hill, 2-4563.

Direct Mail Dealers—Advertisers Get this new publication—The Mail Order Journal—published for direct mail dealers, advertisers, etc. Low advertising rate—\$500 circulation. Sample copy 15c. Year's subscription at special rate of \$1.00—Good only 90 days. Subscribe now! Advertising rate card on request. Write! The Mail Order Journal, Box 95, Hays, N. C.

POSITIONS WANTED

Production—Purchasing—Detail. 12 years' experience agency and printer. All-around ability purchasing, production, traffic, shipping or detail, reference. Go anywhere. R. Sexton, 1423 E. 67 Pl., Chicago.

ARRESTING IDEAS for direct-mail campaigns, prepared and conducted on sound principles by Harvard graduate, age 30; experienced also in trade-marks, copyrights, patents; credentials excellent. Box 824, P. I.

Expert Layout Man, Letterer, Designer and Photo-Retoucher; desires connection with Mid-Western or Western advertising agency. 18 years of engraving house and advertising agency experience. Box 821, P. I.

COMMERCIAL ARTIST

Broad, practical agency experience; creation and execution, all mediums. Scope: Illustration, cartoon and lettering. N.Y.C. only. Box 825, Printers' Ink.

Executive—age 39, university graduate. 15 years' rounded experience sales management and promotion. Merchandising and marketing. Able to plan and execute sales campaigns. Valuable assistant to president. Available Apr. 15. Address Box 826, P. I.

12 Years' Experience—magazines and newspapers: advertising, business management, editorial, sales promotion. A-1 references. Age 35, university trained. Go anywhere. Salary secondary to opportunity. Box 818, Printers' Ink.

Pacific Coast Sales Manager successful record organizing and directing sales staffs in eleven Western states for some of America's largest food manufacturers. Up to minute knowledge all markets in California, Oregon, Washington and other Western states. Address Box 819, P. I.

ADVERTISING SALESMAN with broad sales experience in general and class magazine and trade paper work; wide acquaintance New York territory; available for local or outside publisher or other needing first-class N. Y. representation. Best credentials. Box 820, P. I.

Advertising Manager—Seasoned advertising, sales and merchandising man desires connection with responsible manufacturer. 9 years with 4A agency—4 years as gen. mgr. Guided present employer through 3 successive record-breaking sales years during period of general business stagnation. Now seeks broader opportunity. 33, married. Knows how to buy space economically and use it profitably. Responsible, well-balanced, loyal. Box 823, P. I.

A GOOD MAN for an Agency, Printer, Publisher or as Asst. to Adv. or Sales Manager. Has been official of 2 outstanding printing companies over period of 20 years. Thorough knowledge of printing plant operation, manufacturing processes and details, and the preparation and production of printed advertising material. Has vision, artistic sense and business understanding to apply his knowledge in allied fields. American, 40 years old, married, healthy. Invites your proposition. Address Box 828, Printers' Ink.

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“WHY NOT GET WHAT YOU PAY FOR?”

WHETHER you realize it or not, you pay for good printing, even when you don't get it.

YOU pay for it with the business it doesn't bring when the printing fails to make that necessary impression. You pay for it in the time it takes to correct obvious mistakes that good printing service corrects, and you pay for it in countless other ways not included in the printer's bill.

So, as long as you have to pay for it anyway, why not insist upon good printing service in the beginning—thus saving your time and your money? A simple way to do this is to call Charles Francis Press *First*.

MEdallion 3-3500

CHARLES FRANCIS PRESS
461 EIGHTH AVE., at 34th ST., NEW YORK

During each of the past six months the Chicago Tribune has led all Chicago newspapers in total department store advertising—

because—

the Chicago Tribune, with its 52% coverage of all the families of Chicago and suburbs, today is delivering alone practically all of the buying power in this metropolitan market.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower; New York, 220 E. 42nd St.; Atlanta, 1825 Rhodes-Haverty Bldg.; Boston, 718 Chamber of Commerce Bldg.; San Francisco, 820 Kohl Bldg.

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